NHL PREVIEW • GREG MADDUX Q&A • NFL'S NASTIEST HITS

Sport

A Special Report

HEROES

How Today's Stars Are Giving Back

Foreword by Bill Bradley

NOVEMBER 1998 • $2.95

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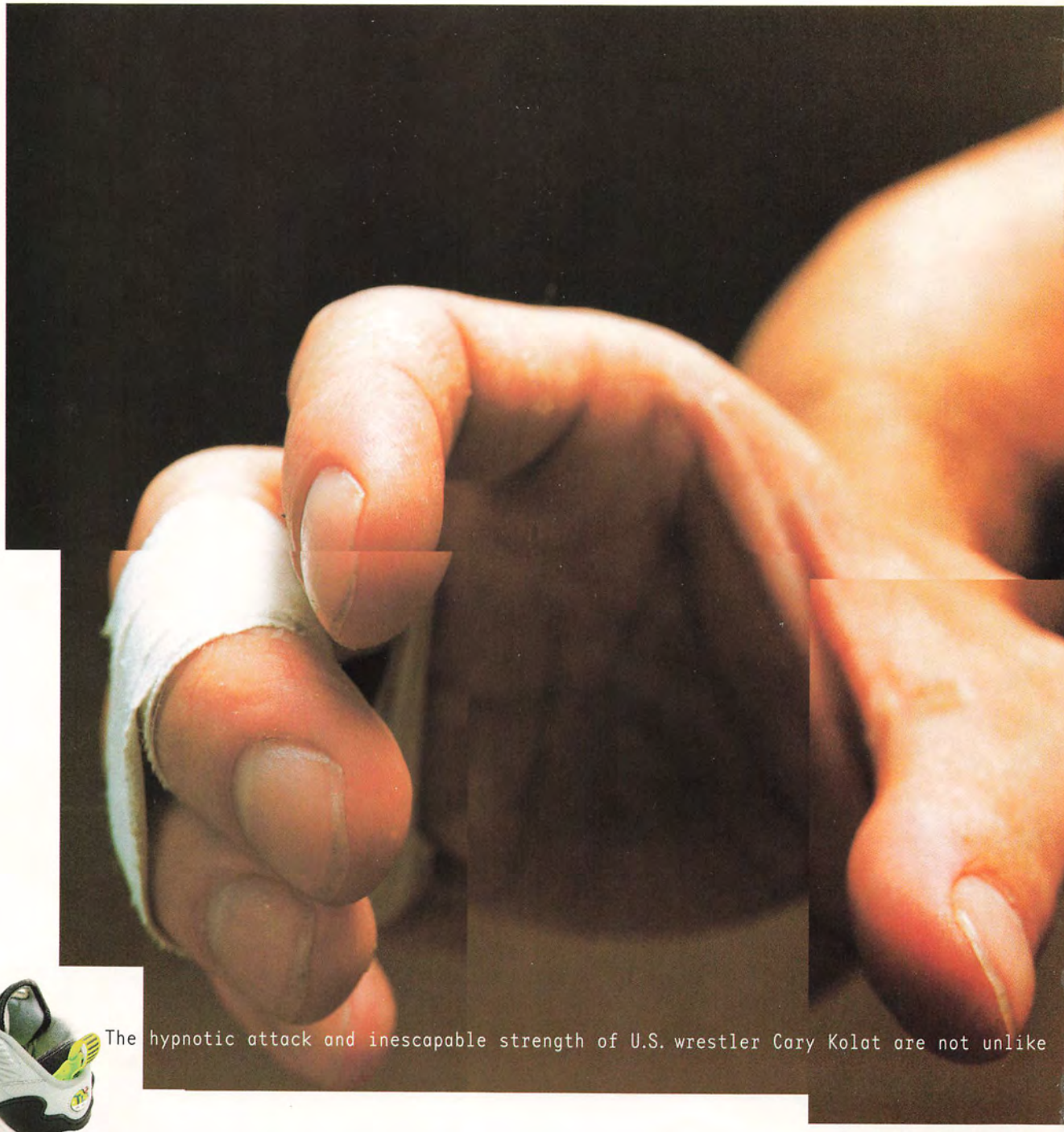

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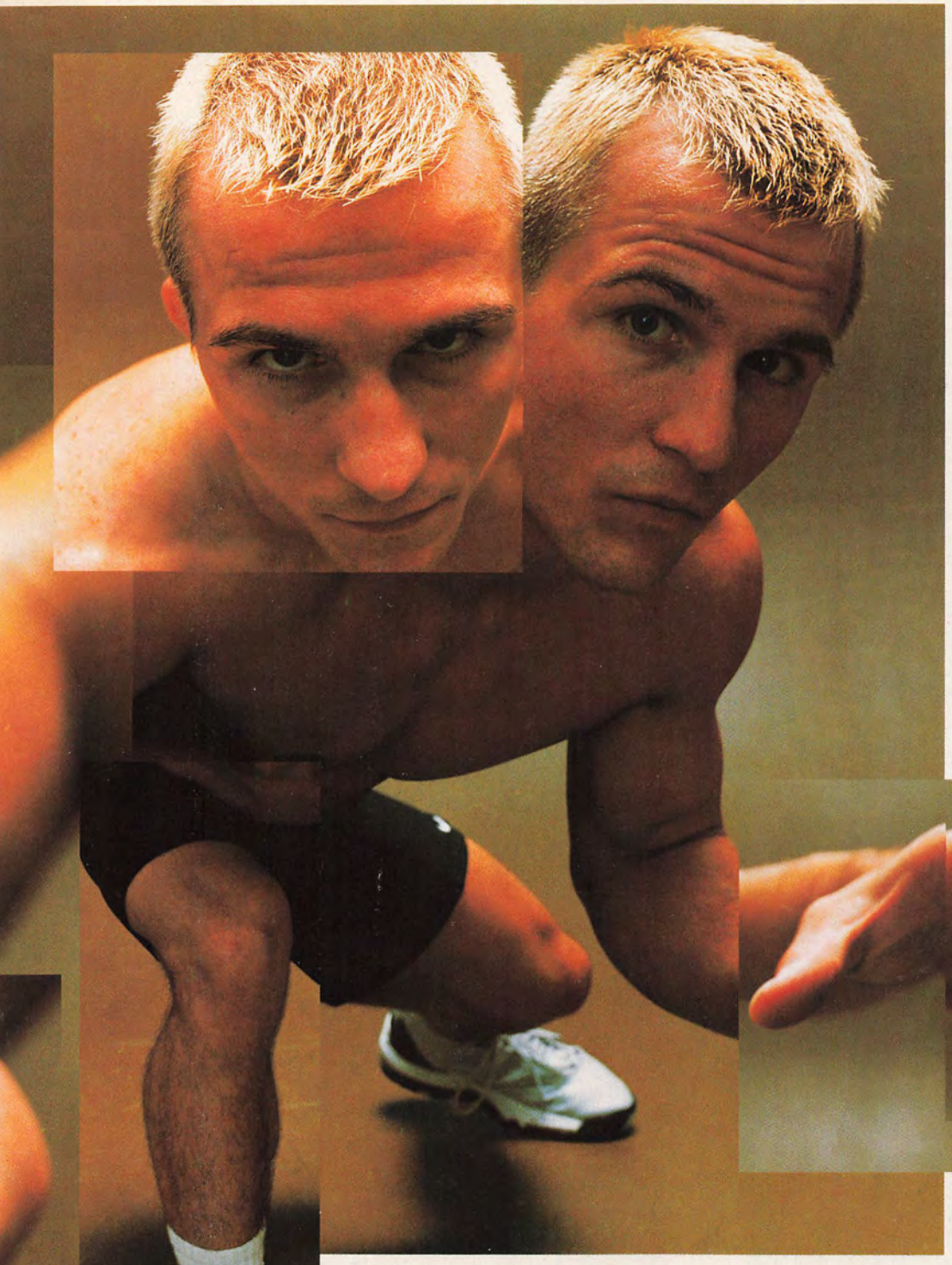

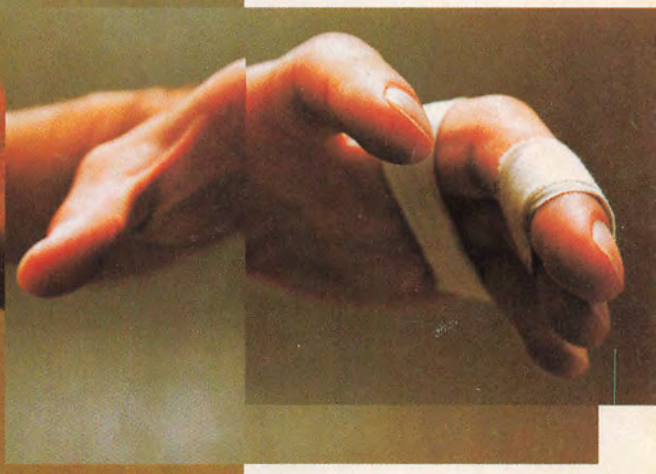

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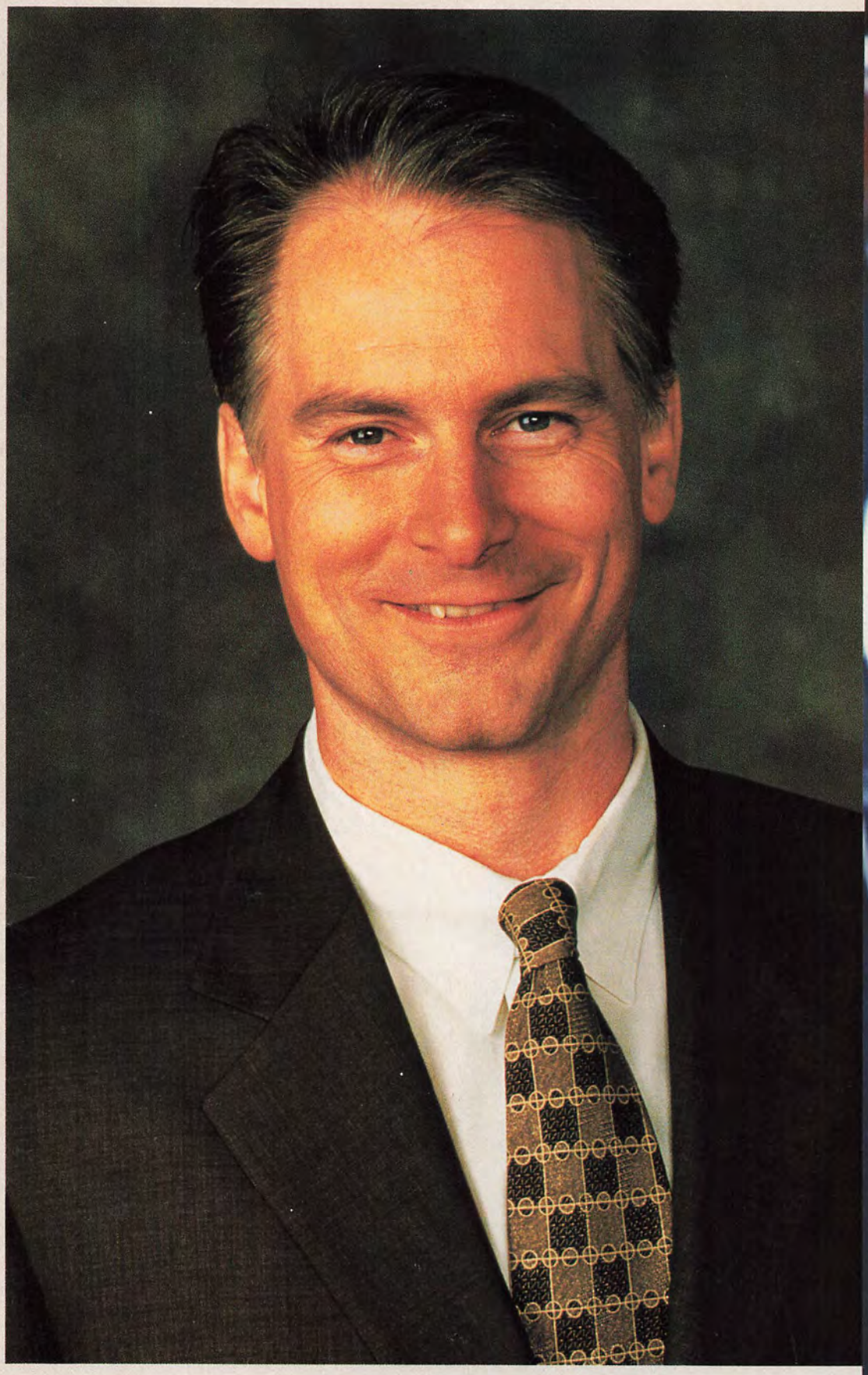

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Sport

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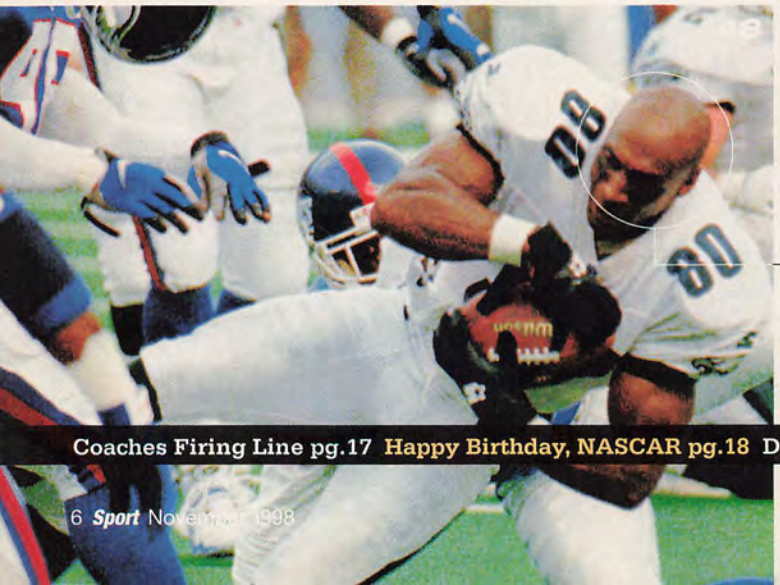

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▶ Take part in the SPORT fans poll. Vote for the most dominant athletes of 1998. List your top 10 and why. E-mail us at **sport@petersenpub.com**

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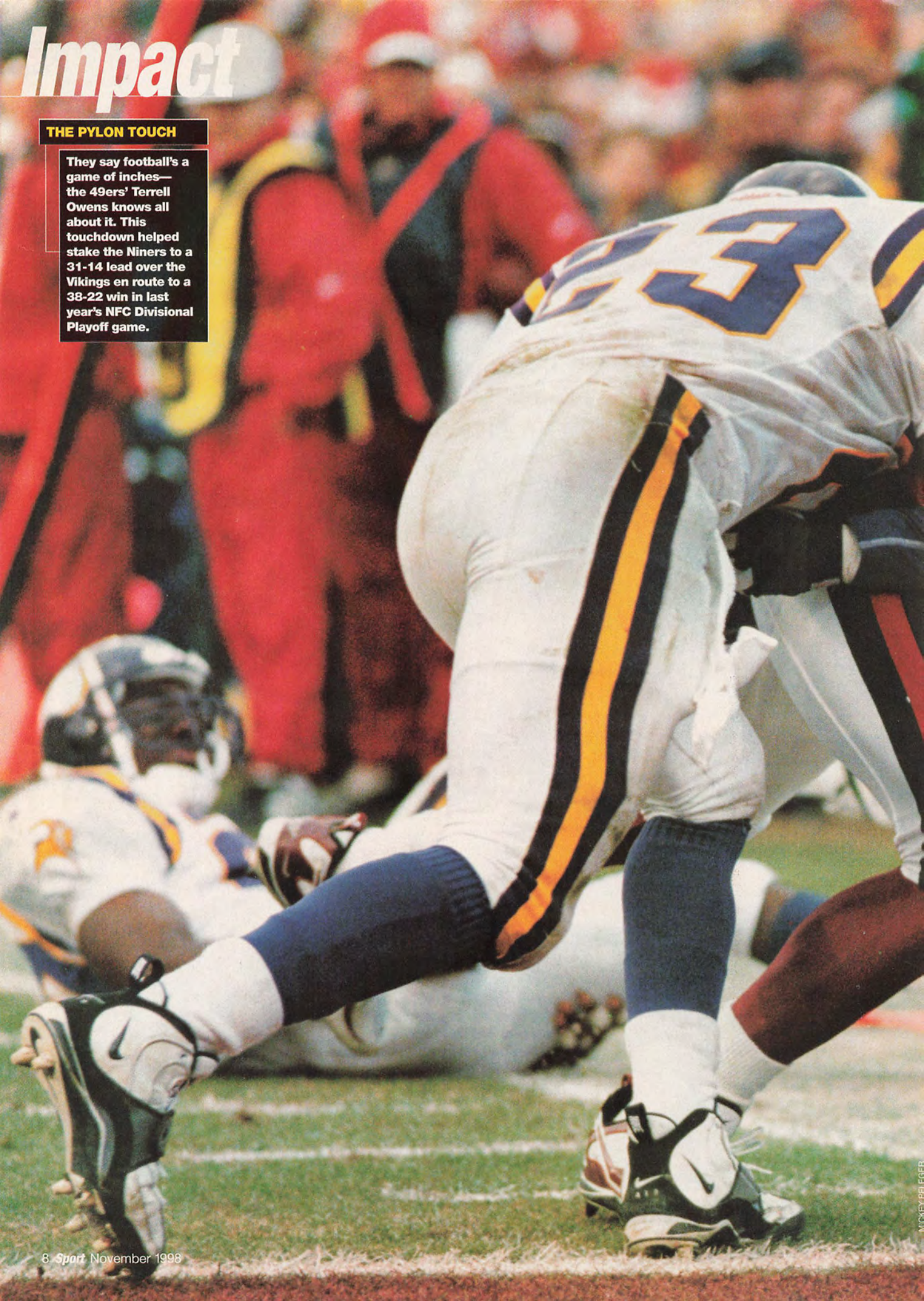
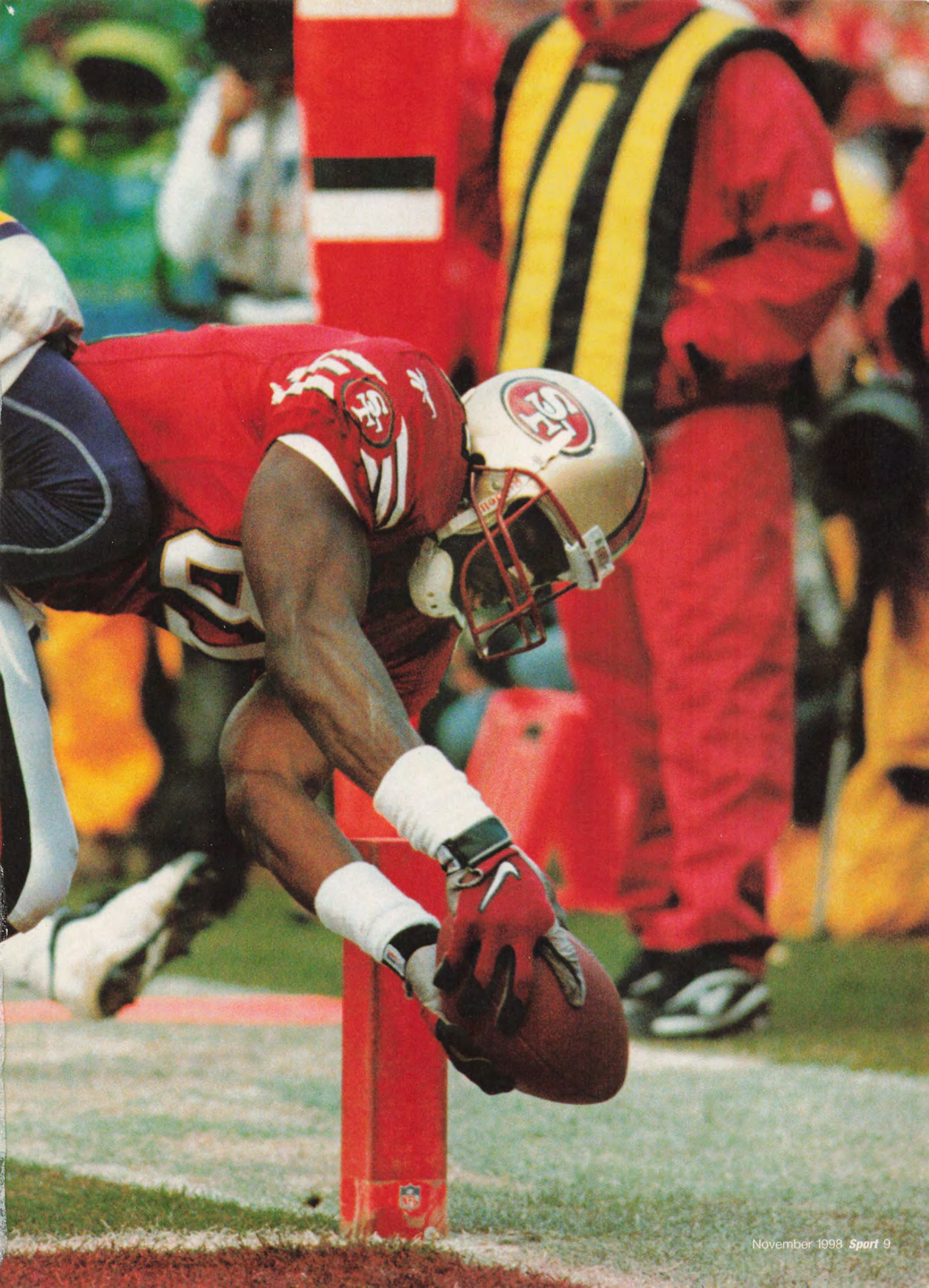
COVER PHOTO BY MARTIN SCHOELLER/SABA

Impact

THE PYLON TOUCH

They say football's a game of inches—the 49ers' Terrell Owens knows all about it. This touchdown helped stake the Niners to a 31-14 lead over the Vikings en route to a 38-22 win in last year's NFC Divisional Playoff game.





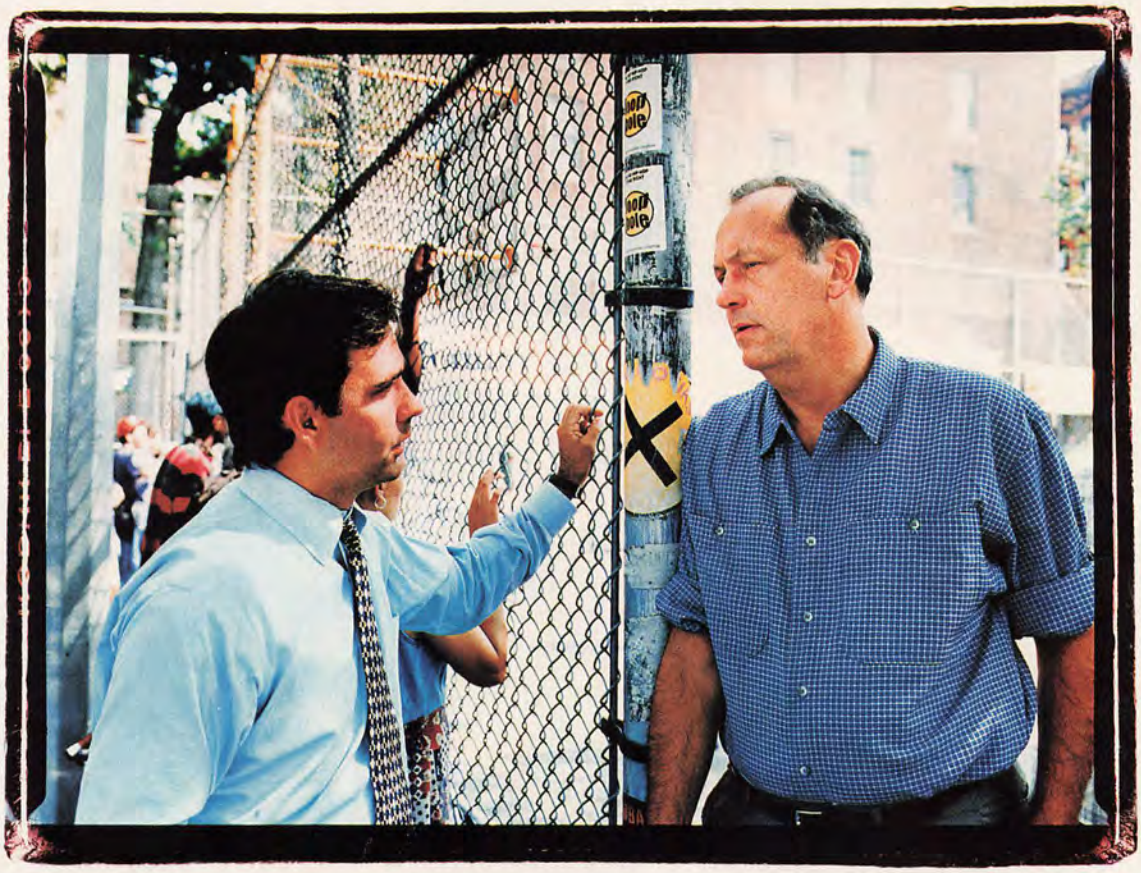
Impact

BEND BUT DON'T...

Break it did. You don't have to be a certified physician to diagnose this one. Pained rugger Isaac Feaunati of London Irish was the victim, courtesy of the Rotherham defense. Feaunati is mending nicely and eager to get back on the pitch.

KEN BROWN SPORTING IMAGES

editor's letter



Garrett (*left*) and Bradley exchange thoughts on hoops, tax reform and heroes.

I KNOW I WON'T WATCH A SPORTING EVENT QUITE THE same way again. Not after this issue.

I remember being skeptical over our initial discussions of the concept: dedicating a month to athletes who have contributed to the betterment of society. I was worried that it might come off as a gratuitous backslapping session with little journalistic depth. But as we started researching the hundreds of stories we could present, I realized that the real value to such a package is to give readers a better understanding of the positive role that athletes can and do play in society today.

More than anything, the stories featured this month help prove that while the sports world has its share of punks and prima donnas, it also includes individuals who welcome the opportunity to help improve the lives of those less fortunate than they.

To fully comprehend that aspect of sports, we enlisted the input of a man quite familiar with professional athletics and the concept of serving the public, former U.S. senator and basketball star Bill Bradley. Bradley's fourth book, *Values of the Game*, hits bookstores Oct. 18 and reveals the lessons he learned through athletics and how they apply to his daily and professional life. We discuss some of those ideals in "Leading by Example," part of our Heroes package.

Says Bradley: "What I wanted to do with the book was to admit that while sports today—like the rest of society—is buffeted with greed, gratuitous violence and the culture of entertainment, there are deeper values in the game, including things such as courage, discipline, resilience, respect and responsibility. I wanted to write a book that would allow parents to talk about those values with their children and then be able to see them exemplified in their play. I wanted to write the book in a way that would ring true to fans and speak to their sense of what sport is to them."

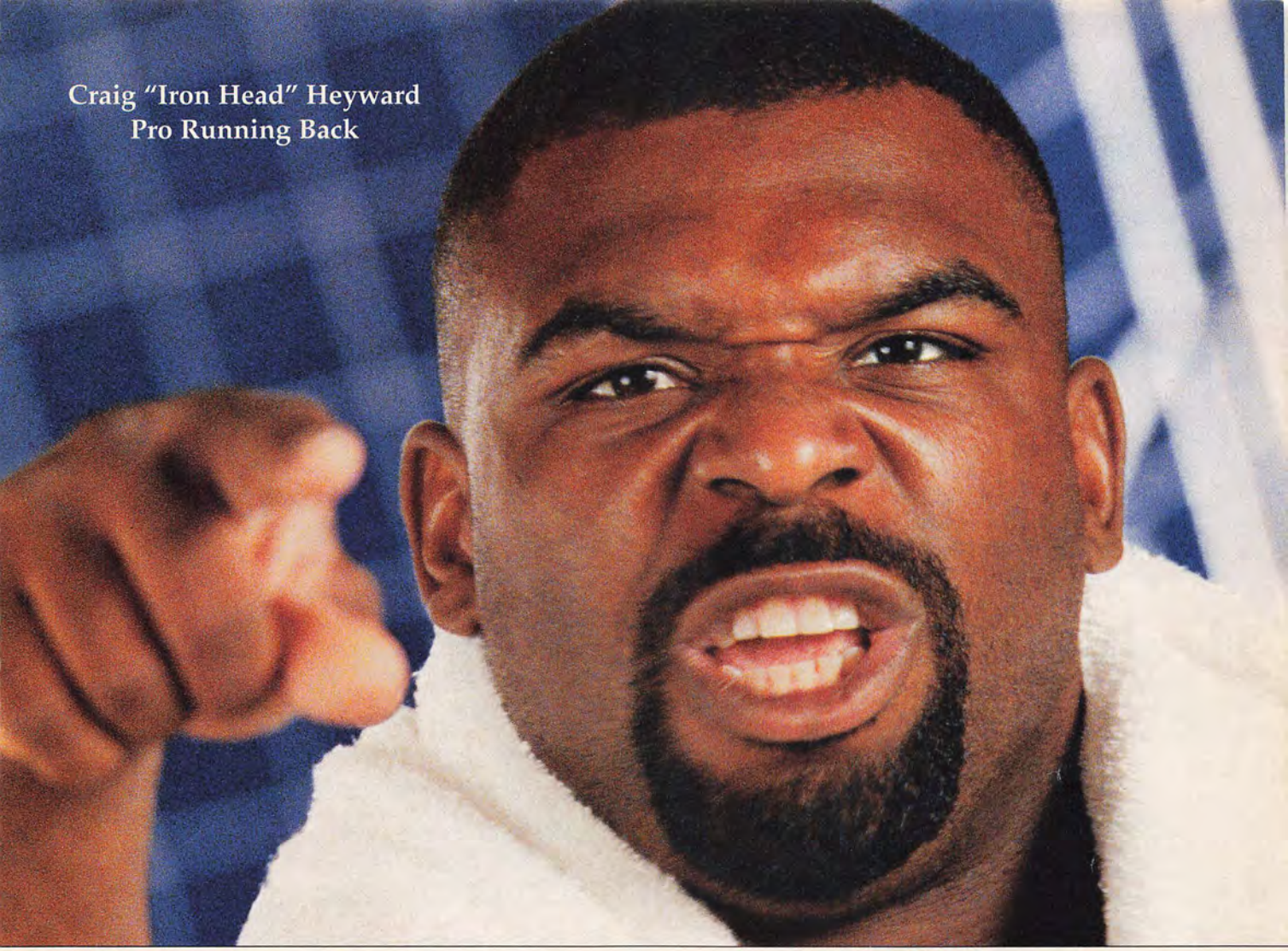
When choosing our stories, we were less concerned with who donates the most money and more interested in the various ways athletes give back. To tell their stories, we employed some of the top writers in the country, including Harvey Araton and Robin Finn from the *New York Times* and Scott Ostler from the *San Francisco Chronicle*.

But not everything goes well in the world of giving. In fact, starting one's own foundation has its own set of problems, and writer Joe Perskie examines those risks in "Shaky Foundations." You'll also be surprised to find that some of the sports world's most notorious bad guys have given generously.

So the next time you see a Tom Glavine pitch a three-hitter or a David Robinson dunk, I'll bet you see more than just the athletic feat. I know I will.

Norb Garrett
Editor

STEFFIN THALEMANN



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fanS poll

FANS POLL FEEDBACK

The Question: *Who will win the college football national championship and why?*

Fans of the Florida schools might not be happy to learn that they were outvoted by fans of a couple of Big Ten powerhouses, Michigan and Ohio State:

Michigan gets my vote. They may have some early-season scares because of inexperience at key spots such as quarterback, but they won't lose. I see the defense holding the fort until the rest of the club matures.

—H. Taylor
E-Mail

Ohio State will flat-out dominate because of the nation's No. 1 defense, led by the nation's No. 1 player in linebacker Andy Katzenmoyer.

—John Boothaniel
Ames, Iowa

Nebraska will claim the title. The Cornhuskers are still loaded, with talented quarterback Bobby Newcombe, a young but hungry offensive line and an always-solid defense.

—Timothy J. Springer
E-Mail

This is the year the Big 12 Conference will rule .... Kansas State has looked good for a couple years now. The defense is strong, and I sense that the players believe they belong among the elite.

—C. Harris
Little Rock, Ark.

This Month's Fans Poll Question:

Who have been the most dominant athletes of 1998? List your top 10.

CORRECTION

In our August issue, we noted that Drew Bledsoe was involved in an incident at a Boston nightspot in which he and a teammate reportedly injured a woman after falling into a mosh pit. The player with Bledsoe was teammate Max Lane, not Todd Rucci, as we incorrectly reported. We regret the error.

SEND US YOUR COMMENTS

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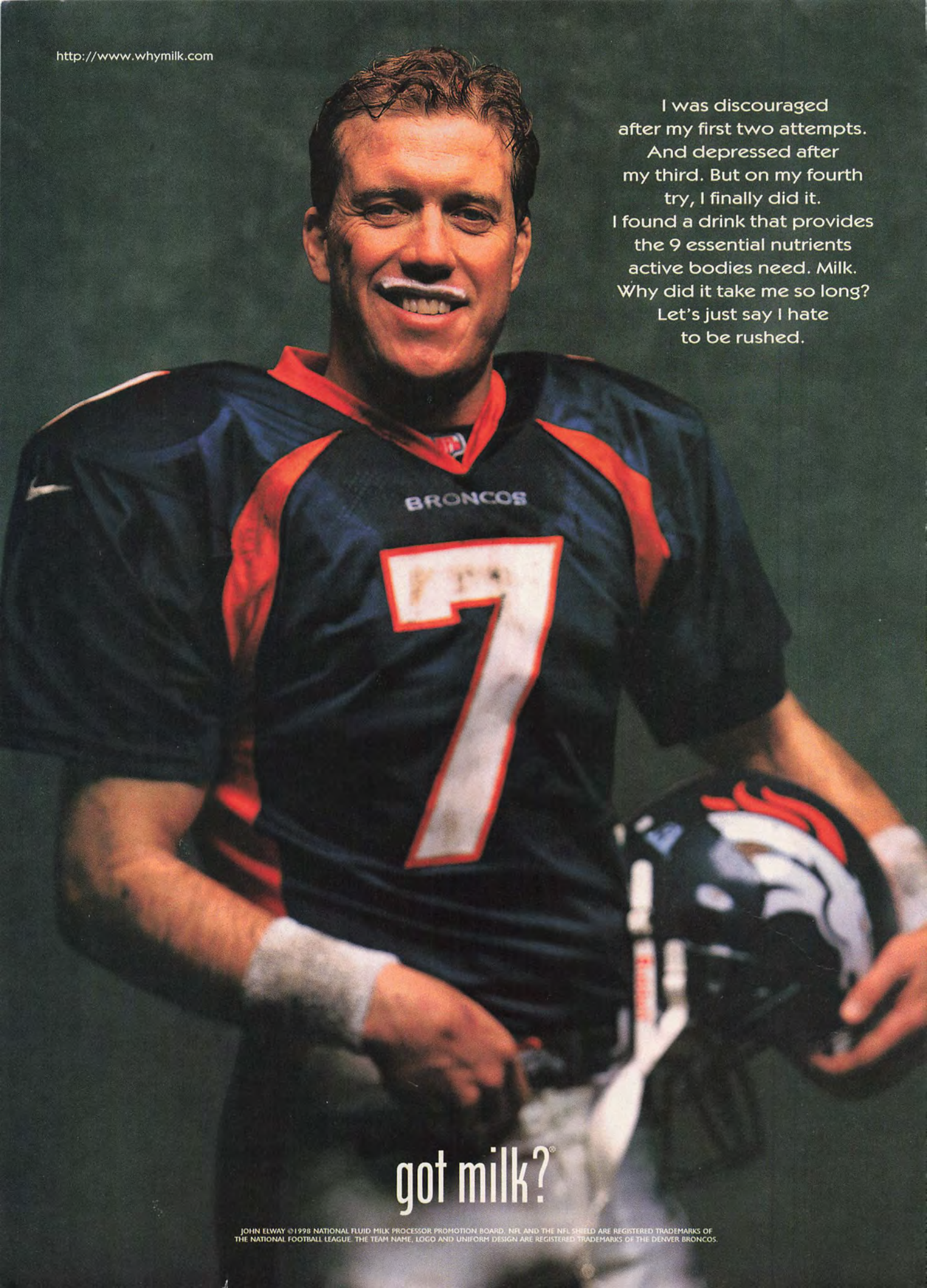

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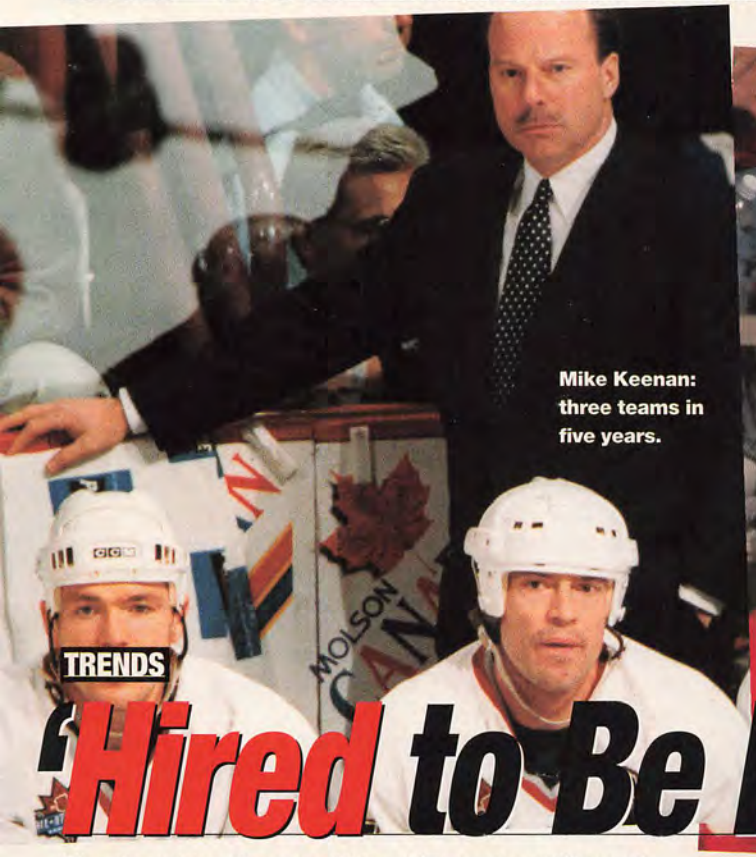
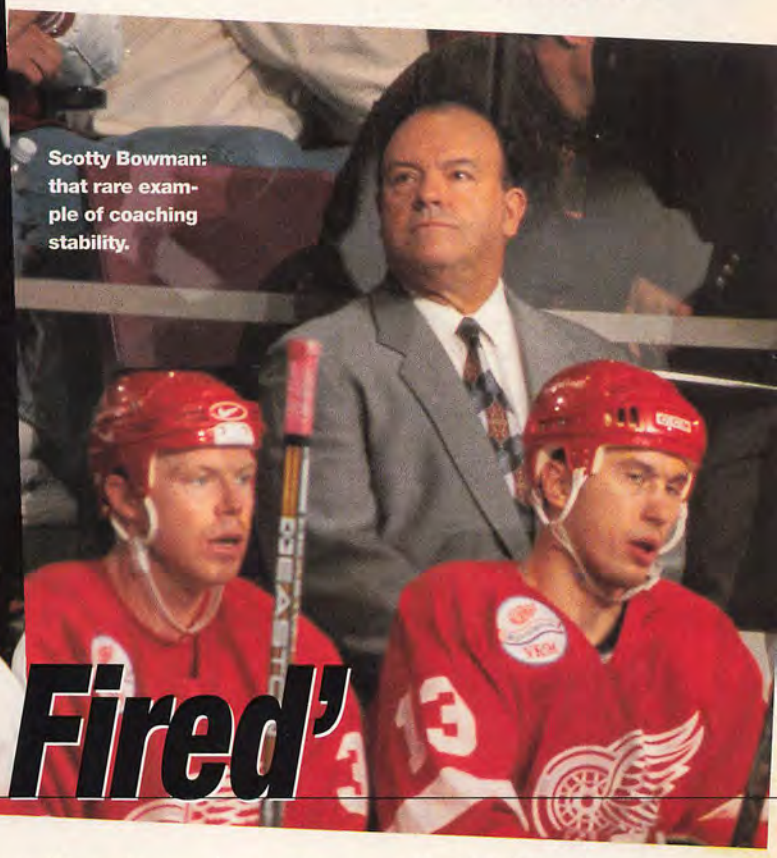


Mike Keenan: three teams in five years.



Scotty Bowman: that rare example of coaching stability.

TRENDS

'Hired to Be Fired'

The Coaching Carousel Goes 'Round and 'Round

And now, a message from the SPORT *Magazine Career Counseling Center (SMCCC):*

When choosing a career path, it's a good idea to pick a profession with some sort of proven stability. For instance, there's a healthy demand for computer analysts. Architects tend to find good jobs. And, of course, morticians always have a client base.

But then there's the coaching profession. It seems sort of cool—lots of travel, lots of control, lots of openings. But we at the SMCCC must strongly urge you to shy away from coaching, especially at the pro level. Forget about the pressure, the stress, the spoiled athletes, the prying media, the relentless fans and the unbearable smell of locker rooms. Just look at the turnover rate.

In the four major team sports over the past five full seasons, there were 269 coaching changes, or 2.5 coaches per team over that time (".5" coaches, we presume, are guys like Rich Kotite.)

"It's a tough business," St. Louis Blues coach Joel Quenneville told the *St. Louis Dispatch* last fall. "We know the playing field. We know what's at stake. We're hired to be fired. When things are going bad, we're the ones to get the gong."

The gong has tolled 80 times in the NHL during the seasons from 1993-94 through 1997-98, 71 times in the NBA (1993-94 through 1997-98), 61 times in MLB (1993-97) and 57 times in the NFL ('93-97). There are only 22 coaches in the four major pro team sports who have been with the same team for the past five full seasons.

"I think quite often it's looked upon that you can't change the team, but you can change the coaches when things are going wrong," says current Patriots (and former Jets) coach Pete Carroll.

Teams that had the most coaching changes the past five seasons and their combined winning percentages:

League	Team	Changes	Win%
MLB	Anaheim Angels	5	.470
NHL	N.Y. Islanders	5	.402
NBA	Denver Nuggets	5	.366
NFL	N.Y. Jets	4	.338

Teams that had the same coach the past five seasons (22 total):

League	Steady Ships
MLB	8 of 28 teams (Cleveland, Milwaukee, Minnesota, Seattle, Atlanta, Colorado, Montreal, San Francisco)
NHL	2 of 26 teams (Detroit, New Jersey)
NBA	6 of 27 teams (Atlanta, Chicago Cleveland, Houston, Seattle, Utah)
NFL	6 of 28 teams (Buffalo, Chicago, Green Bay, Kansas City, Minnesota, Pittsburgh)

FROM LEFT: COURTESY VANCOUVER CANUCKS; BRUCE BENNETT STUDIOS; INSETS FROM LEFT: JIM COMMENTUCCI/ALLSPORT; TOM DIPACE; SCOTT CUNNINGHAM/NBA PHOTOS

7: Consecutive years in which Steve Young has completed at least 64 percent of his pass attempts as the 49ers' starting QB >>

SporTicker

Rant & Rave

Has anyone, in any league, ever won an appeal of a suspension for fighting? ... We have WNBA Barbies and NASCAR Barbies, and the only real question left is, when do we get the Iditarod Barbies? Ken has got to be digging Barbie's versatility. She's a keeper, Ken .... Is anyone out there *not* rooting for **Doug Flutie**? ... If **Samuel L. Jackson** is in it, we'll watch it .... Same for **Bridget Fonda,** but for different reasons .... Here's how **Michael Jordan** explained, in part, why he'll wear two different pairs of sneakers in each game (low tops and high tops): "I do it strictly for appearance, getting the shoe out on the market." You sure you haven't had enough of this fella? ... We don't wish for much in hockey, but we do wish **Ray Bourque** would win the Cup .... Early tip on the hottest young coach at the college level: **Pete Gillen's** assistant at Virginia, **Bobby Gonzalez.** First the Gonzo Journalist and now the Gonzo Coach— ya gotta love it.

SPORT MORPH

Jerry Tarkanian ----------► **Teletubby**

QUICK TAKE

NASCAR Turns 50

WE HAD TWO IDEAS ON HOW TO CELEBRATE NASCAR's 50th anniversary: The first was to include a limited-edition CD of the SPORT editors and Jeff Gordon (*left*) singing "Happy Birthday" with musical accompaniment from Hanson; the second was to solicit comments on NASCAR from likable Hollywood types. Since we despise those little Hanson pukes, we took the second option. So at NASCAR's gala celebration earlier this year, we grabbed a few familiar race fans and peppered them with the probing questions you've come to expect from Quick Take:

Sport: Sister Sledge, what are your thoughts on NASCAR turning 50?

Debbie Sledge: We think the drivers have such courage. I only go 60 miles per hour, and those drivers go 200. That's real bravery.

Sport: What were the lyrics to your special song about NASCAR?

All Three (*in unison*): NASCAR Family! I got all my sisters and brothers with me!

Sport: It's been a long time since you've been in a race car, James Garner [a.k.a. Rockfish, as Isaac Hayes' character Gandolph Fitch insisted on calling him in several episodes of "The Rockford Files"]. What's most exciting about NASCAR racing today?

Garner: It's the drama, the cars, and there are so many great drivers out there. The competition is wonderful. And watching the drama unfold is really very exciting. *(Editor's Note: We felt the same way about each episode of "Rockfish.")*

Sport: Do you think the sport is missing some of its former wildness?

Garner: They have a sense of honor in NASCAR, unlike in football and basketball. They're a very special breed. *(Editor's Note: We felt the same way about Rockfish.)*

Sport: James Woods, what do you enjoy about NASCAR racing?

Woods: The fans really made this sport. I'm not a big fan of Jerry Springer-type people—I like the type of people who are professional and drive fast in the race .... You go out there, and whoever drives the fastest wins. I like that.

WWW. WHAT THE...?

MLB.CONfusion

Lawyers are used to being called names, but when the insults are hurled at the nation's fourth-largest general practice firm, the esquires take exception. When the international law firm of Morgan, Lewis & Bockius started receiving nasty e-mails at its web site—e.g., "You morons should bring Major League Baseball back to this site"—the firm felt compelled to act.

Founded in 1873 in Philadelphia, the firm uses the URL of www.mlb.com. Web surfers who frequent sports sites know that nfl.com., nhl.com and nba.com will get them to their favorite league. Thus, the logical address for Major League Baseball should have been mlb.com.

"But in 1996, when we picked our address," explains the law firm's publications manager and webmaster, Jim Austin, "Major League Baseball didn't have a site yet."

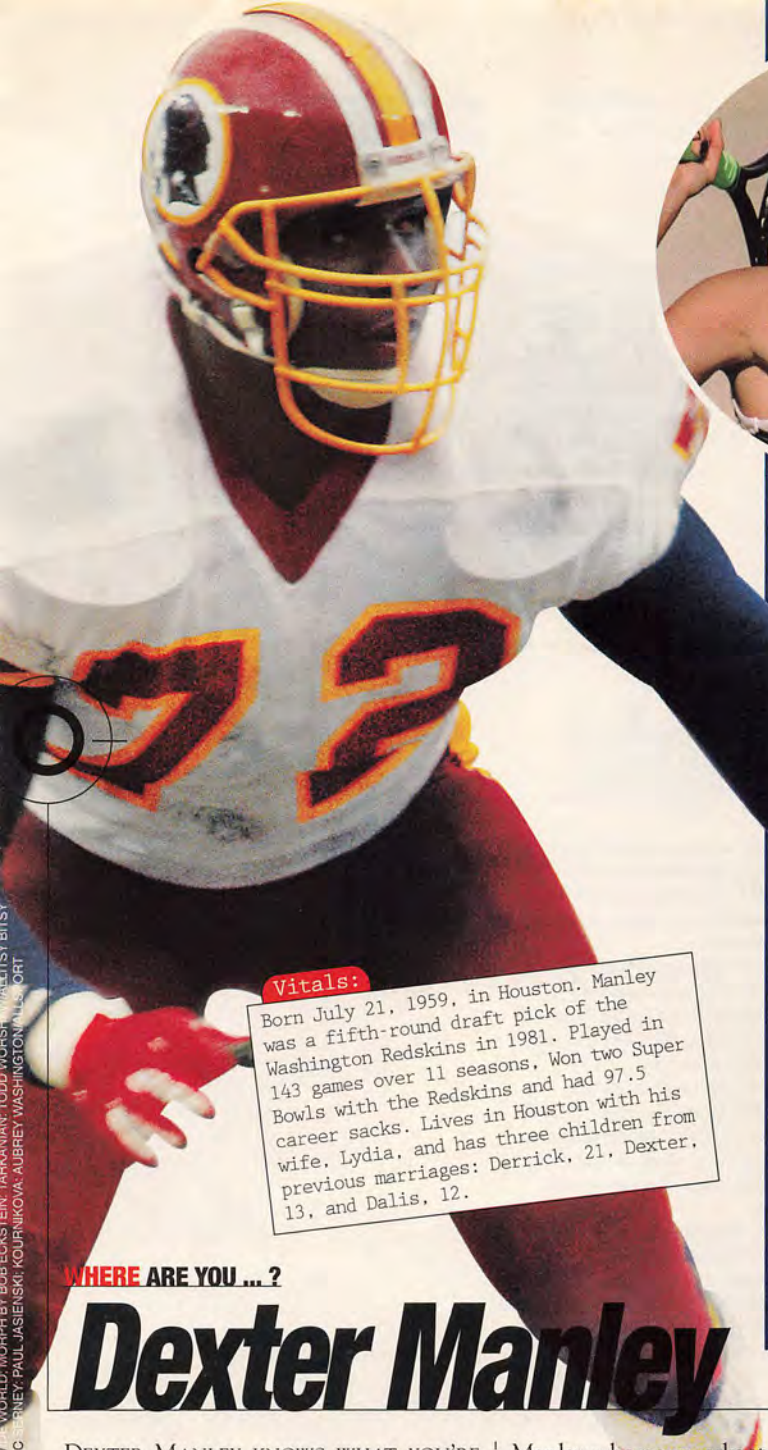
When it finally did launch its site, "all of a sudden we got baskets full of irate e-mail," Austin says. "They didn't realize the baseball address was www.majorleaguebaseball.com," Austin says. "A lot of these people were not rocket scientists."

Morgan, Lewis
& Bockius LLP
COUNSELORS AT LAW
Welcome to Morgan, Lewis & Bockius LLP. Our home page is designed to be a guide to the firm for our current clients and others who want to learn more about us, our values and our commitment to client services.

Luckily, one of the partners does some work for Major League Baseball and approached the league about hyperlinking the baseball site with the legal site. Now the firm of Morgan, Lewis & Bockius has a friendly Major League Baseball icon on its front page that brings lost visitors to the dugout instead of the judge's bench.

But the more we think about it, with legal issues dominating today's sports pages, shouldn't every league and team be linked to a law firm?

2: Number of starting QBs other than Steve Young who completed at least 60 percent of their passes in each of the last two seasons



Top 5 Game Faces

Back in the day, Halloween costumes were about monsters: ghosts and goblins, witches and warlocks ... scary stuff, by Ward Cleaver standards. In the '70s, like everything else, Halloween loosened up a bit. Richard Nixon masks. Snuffleupagus. In the '90s, there's a Halloween costume option that features the best of both worlds—creativity and menace: pro athletes. Says here, if you're going to dress up like a player, you might as well do it right. Pick someone who plays the game with an expression on his or her mug that truly frightens people. Tiger Woods? Too damn cute. Tara Lipinski? Ditto. Michael Jordan? Now we're talking. In honor of Halloween, a breakdown of the scariest game faces in sports:

1. Randy Johnson, Houston Astros: The hair. The height. The 'tude. The left-handedness. The 100 mph fastball. Call it a reflex.

2. Charles Oakley, Toronto Raptors: Lunch-pail power forward with old-school disregard for buddying up to opponents. The bushiest eyebrows in sports.

3. Dan Marino, Miami Dolphins: Angry at the ref. Angry at his receivers. Angry that he's never won a ring. Angry that his ankles hurt. Angry that his coach can't wait to pull him from the starting lineup. And that's on a good day.

4. Bill Cowher, Pittsburgh Steelers: It's that jaw. Game intensity turns Average White Man into Jay Leno on a 'roid rage.

5. Anna Kournikova, Tennis *(pictured)*: Not! But the new rule in sports journalism is to use a gratuitous shot of lovely Anna whenever possible. We're pleased to be of service.

Vitals:

Born July 21, 1959, in Houston. Manley was a fifth-round draft pick of the Washington Redskins in 1981. Played in 143 games over 11 seasons. Won two Super Bowls with the Redskins and had 97.5 career sacks. Lives in Houston with his wife, Lydia, and has three children from previous marriages: Derrick, 21, Dexter, 13, and Dalis, 12.

WHERE ARE YOU ... ?

Dexter Manley

Dexter Manley knows what you're thinking as you read this. It probably even makes him a little upset. Yeah, he screwed up. So do lots of people.

He did his time after substance abuse ended his NFL career following the 1991 season. He served 15 months in Fort Stockton State Penitentiary in Texas. He used to be able to drop $100,000 on a Rolls Royce the way a father can drop a couple bucks on a Matchbox for his kid. It's the type of thing he tries to avoid thinking about now, half a country and what seems like half a lifetime away from his prime as a Redskin.

"Playing football for so many years, I have a tendency to go back to the past," says Manley, who now works at a furniture warehouse. "It affects my mood. Thinking about the past, I'll be more irrational than rational. I have to stay in the now."

And oh, how different the now is. It's not glamorous, but it is stable. Manley hooked up with former NBA star John Lucas, who has become an athlete savior of sorts, and Lucas helped Manley find a job. After he was released from prison in November of 1996, Manley found it difficult to re-enter society. "All I was doing was sitting at home, spending the money I had. Now I'm a member of the working class. This place saved my life."

As for his future? Manley, 39, says he'd like to work for the Republican Party. When he was with the 'Skins, he paid regular Tuesday visits to the White House when Ronald Reagan was president and spoke daily with former secretary of state Alexander Haig.

Manley, who couldn't read until he was in his 20s and who once body-slammed his second-grade teacher against a blackboard, sees himself as a lobbyist, helping to shape Republican strategies. He knows some might scoff, but Manley thinks the skeptics—like his life—might come around.

"I would think they would see someone who rectified himself," he says. "You have to start at the grass roots. This is a steppingstone, just as football was a steppingstone."

CLOCKWISE FROM FAR LEFT: EVAN AGOSTINI/LIAISON; AP/WORLD WIDE PHOTOS; BOB EDELSTEIN; TARANTINO; TODD WORSHAM/ALLSTAR PICTURE LIBRARY; ENTERTAINMENT; NASCAR COURTESY OF MATTEL; PHOTOGRAPHIC SERVICE; PAUL JASIENSKI; KOURNIKOVA: AUBREY WASHINGTON/NBA PHOTOS

(Mark Brunell, Brad Johnson) **29: Percentage of NFL players with college degrees (based on rosters at end of last season)** >>

BOOK REVIEW

Winning With Integrity: Getting What You're Worth Without Selling Your Soul/ Leigh Steinberg with Michael D'Orso

Random House, New York

Price: $24.95 U.S.; 34.95 Canada

Renowned sports agent Leigh Steinberg's all-star client list—NFL players Warren Moon, Troy Aikman and Drew Bledsoe, among others—suggests he knows a thing or two about how to get what he, and his clients, want.

Winning With Integrity is a captivating read, in part because anecdotal tales about his clients are artfully interwoven with Steinberg's tenets and plain-talk dissection of the art of negotiating. Far from simple name-dropping, this tactic gives the book a dose of human interest, elevating it above the boring, academic level of most how-to books. Lessons learned from reading *Winning With Integrity* can be applied by all of us in everyday life.

VIDEO REVIEW

GAME: Need for Speed III: Hot Pursuit

MAKER: Electronic Arts

PLATFORM: PC, Sony PlayStation

EA's latest release in the Need for Speed franchise includes two new noteworthy features: eight exotic supercars that perform based on their real-life counterparts, and a new wrinkle that overhauls the entire strategy of the game—a law enforcement team whose goal is to stop speeders (namely, you).

Choose your car by perusing a slide presentation of your options—Ferrari, Lamborghini, Jaguar, Mercedes and Corvette.

Race against your opponent on eight real-world 3-D tracks, where several short cuts and alternate routes are available.

CHARITY

The 'Go Figure' Eight

OK, so they aren't squeaky clean. Their collective images are more likely to be mistaken for forlorn extras in a Quentin Tarantino movie: There's the towel-biting, rule-bending college basketball coach; the saliva-spewing, quarterback-hunting NFL linebacker; the baseball owner who's done more canning than Starkist; the other baseball owner with the it-never-stops-running mouth; the hoopster who has appeared in both All-Star and police lineups; another NBA star who knows about all the "highs" and lows; a referee's (and designer's) worst nightmare; and an NHL enforcer with a cheap-shot past.

But you know what? They've done more good than you might think. In fact, some of their charity work is downright remarkable. "You can open a lot of doors and generate a lot of support that others can't," says Jerry Tarkanian, who is active with the Multiple Sclerosis Foundation but better known for his college hoops teams for wayward souls. "When people need help, they rely on contributors. If someone getting publicity leads the way, other people follow."

Don't believe it? In conjunction with our "Heroes" section, we present the SPORT list of Supposedly Bad Dudes (and a Dudette) Who Do Good Things:

JERRY TARKANIAN, Fresno State basketball coach—Active with Multiple Sclerosis Foundation, Make-a-Wish Foundation, and on the board of directors of the local Boys Club.

BILL ROMANOWSKI, Denver Broncos linebacker—Donated Cadillac, turf shoes and weights to alma mater Rockville (Conn.) High.

GEORGE STEINBRENNER, New York Yankees owner—Founded the Silver Shield Foundation, which provides college educations for children of policemen, housing and transit police, firefighters and state troopers who gave their lives in the line of duty.

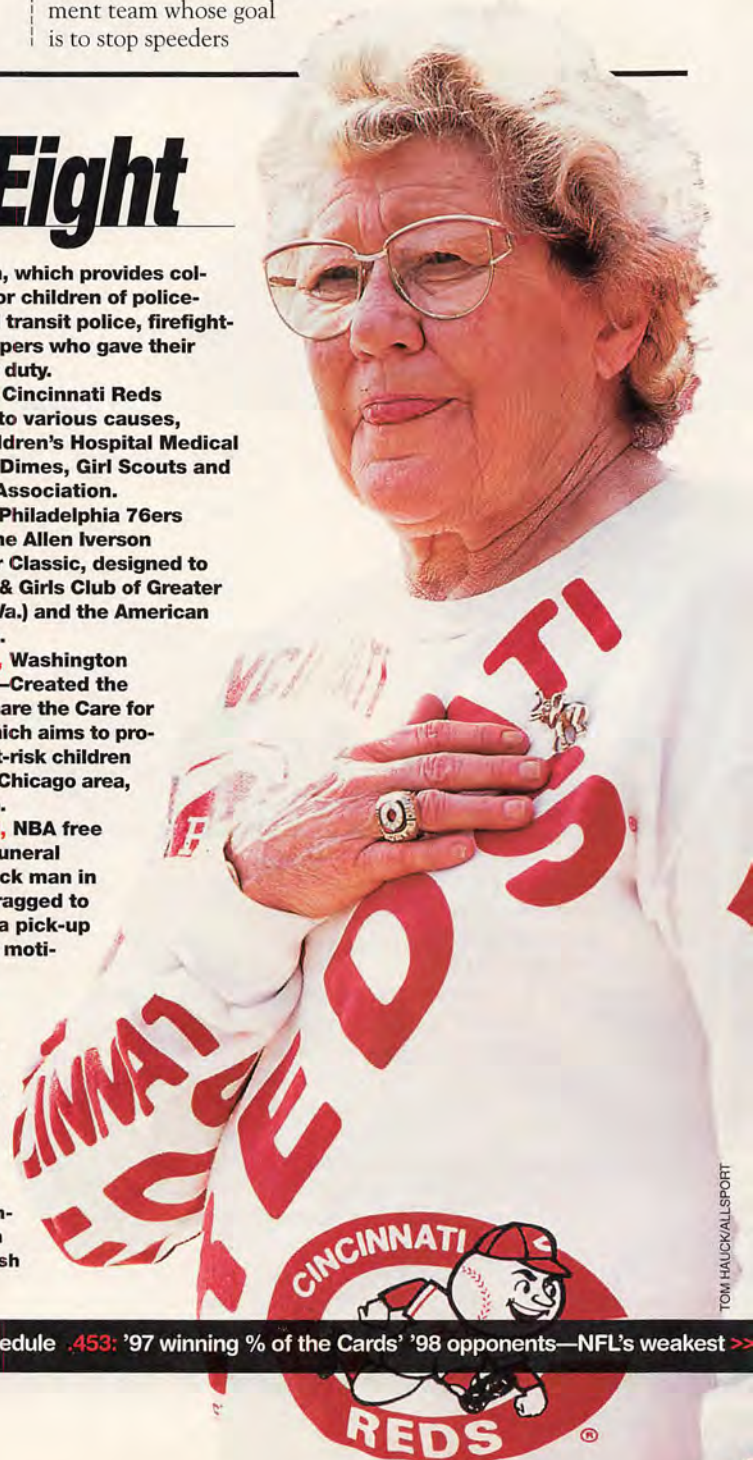
MARGE SCHOTT, Cincinnati Reds owner—Donates to various causes, including the Children's Hospital Medical Center, March of Dimes, Girl Scouts and Children's Heart Association.

ALLEN IVERSON, Philadelphia 76ers guard—Created the Allen Iverson Celebrity Summer Classic, designed to support the Boys & Girls Club of Greater Hampton Roads (Va.) and the American Heart Association.

JUWAN HOWARD, Washington Wizards forward—Created the Juwan Howard Share the Care for Children Fund, which aims to provide services to at-risk children in the South Side Chicago area, where he grew up.

DENNIS RODMAN, NBA free agent—Paid the funeral expenses of a black man in Texas who was dragged to his death behind a pick-up truck in a racially motivated murder.

DALE HUNTER, Washington Capitals center—Former spokesman of the Capitals' reading program. Also participating in other community programs that benefit charities such as the Make-A-Wish Foundation.

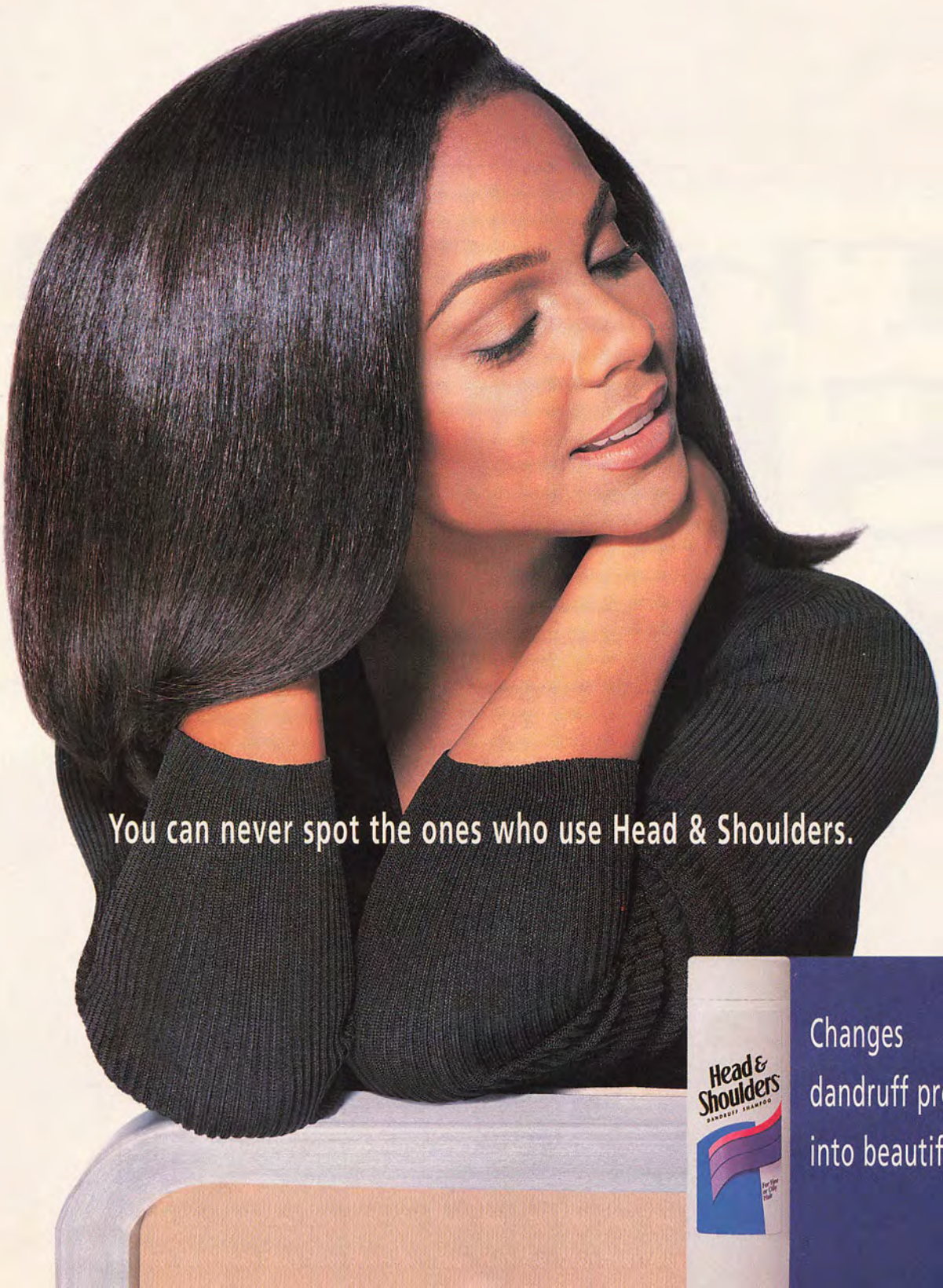


TOM HAUCK/ALLSPORT

.551: '97 winning % of the Steelers' '98 opponents—NFL's toughest schedule .453: '97 winning % of the Cards' '98 opponents—NFL's weakest >>

Lark Voorhies
Actor

For hair that looks great and feels this wonderful, Head & Shoulders works for me every time.



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FOOTBALL

Hugh's Mission

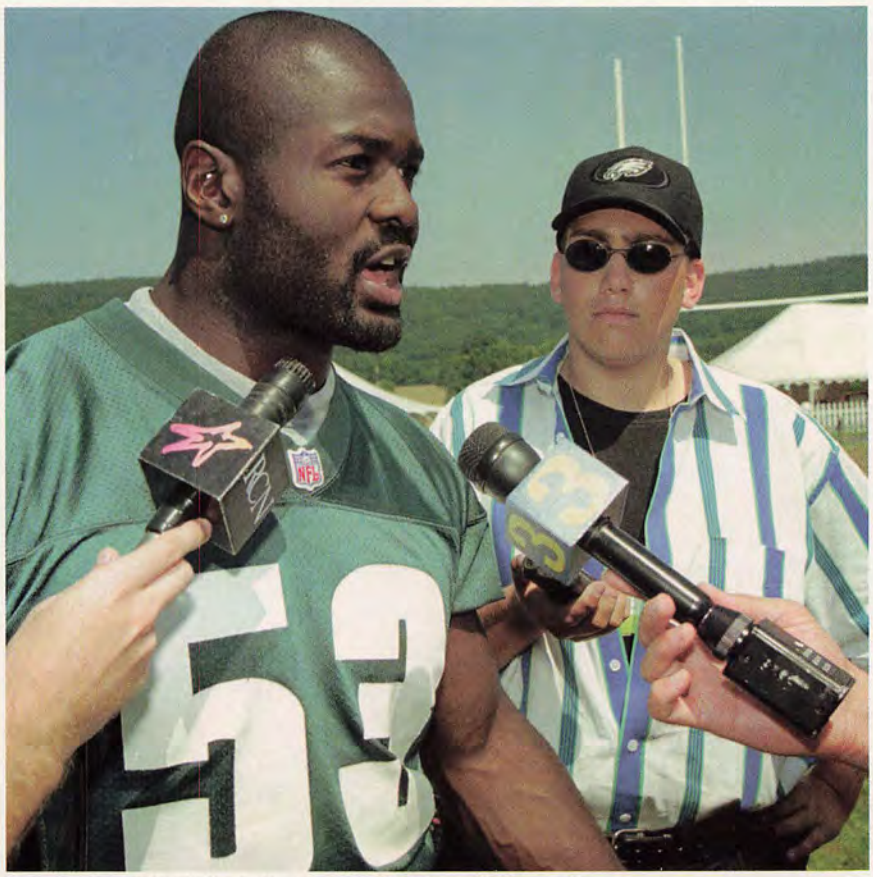
PHILADELPHIA EAGLES DEFENSIVE END Hugh Douglas has been openly willing to discuss the plight of his alma mater, tiny Central State University in Wilberforce, Ohio. Central, where Douglas was a two-time All-American with 42 sacks in 32 games and helped the team to the 1992 NAIA Division I national championship, has dropped its football program. This is the second season of solemn Saturdays in Wilberforce.

"I couldn't have made it to the pros without playing football at Central State," says Douglas, who plans on enlisting the help of fellow Central alums Erik Williams, an offensive tackle with Dallas, and former New Orleans defensive back Vince Buck. "I certainly want to see the football program return. It's going to cost between $600,000 and $1 million to get it off the ground."

"We'd love to have football back," says Central athletic director Theresa Check. "It's going to take a lot of money. Of course, having someone like Hugh behind these efforts makes a big difference."

It's a big chunk of change, but as the many generous athletes featured in this issue could tell Douglas, the reward for giving back can be priceless. SPORT's suggestion to Douglas? Get Williams on board, split the restart-up costs and prove to the school that you're serious. The positive publicity you gain will far outweigh any monetary loss, and the school will have no choice but to support the program. Surely there's some rainy day money in the $25 million contract Douglas signed with Philly in March.

Just a thought.



Douglas has talked the talk, now it's time to walk the walk.

AP/WIDE WORLD

Locker Room Contributors: Josh Borkin ('Hired to Be Fired'); Dan Gordon (SporTicker); Raymond Harper (Book Review); Donald Hunt (Hugh Douglas); Paul M. Johnson (Video Review); Kay Presto (Quick Take); Mike Reiss (The 'Go Figure' Eight); Sam Silverstein (Top 5); Sam Weinman (Where Are You? ...)

11: Record number of consecutive seasons in which Karl Malone has scored 2,000 points

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LIFE'S A BITCH AND THEN YOU DIE. AND THEN YOU WAKE UP 100 YEARS LATER AND LIFE'S STILL A BITCH.

It's not every day that you're awakened from the dead. Much less to battle scarecrows, zombies and flying clocks for the honor of your kingdom. Poor Sir Dan. He's the undead knight on a gothic quest to avenge the forces of darkness. The dead are now undead. The living are crazed maniacs. And the once-mild-mannered pumpkins are now cold assassins. But Sir Dan's got a mighty arsenal—from crossbows, axes and daggers to lightning rods, swords and the occasional chicken drumstick—to fight his way through a dazzling 3-D journey. Although after being dead for 100 years he probably could just kill them with his morning breath.

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ANATOMY OF THE GAME

THEY CRUISED INTO MANHATTAN LAST FEBRUARY AS THE 24 BEST PLAYERS IN THE world's best league. But away from the glitz and glamour of the game, the NBA All-Stars are givers. To coincide with our Heroes section, we highlighted some of the charities and causes in which the All-Stars are involved. This is not intended to be a comprehensive listing, rather evidence that many of the players are about more than just personal accolades.

Vin Baker
Along with former Bucks teammate Ray Allen, organized the annual Connecticut Classic charity basketball game. Proceeds are donated to various children's charities.

Kobe Bryant
Created the Kobe Family Entertainment Foundation to benefit kids in the Los Angeles area.

Tim Duncan
Donates 25 tickets for each Spurs home game to children who otherwise would not be able to attend. The section in which they sit has been dubbed "Timbuktu."

Kevin Garnett
Charitable deeds information was unavailable.

Eddie Jones
Created the Eddie Jones Foundation to fund youth at risk in the Los Angeles area.

Jason Kidd
Helped construct a computer room for his old elementary school in Northern California and worked closely with cancer patients in Phoenix, donating money to help build them a new facility.

Karl Malone
The Karl Malone Youth Foundation helps support families of seriously or terminally ill children.

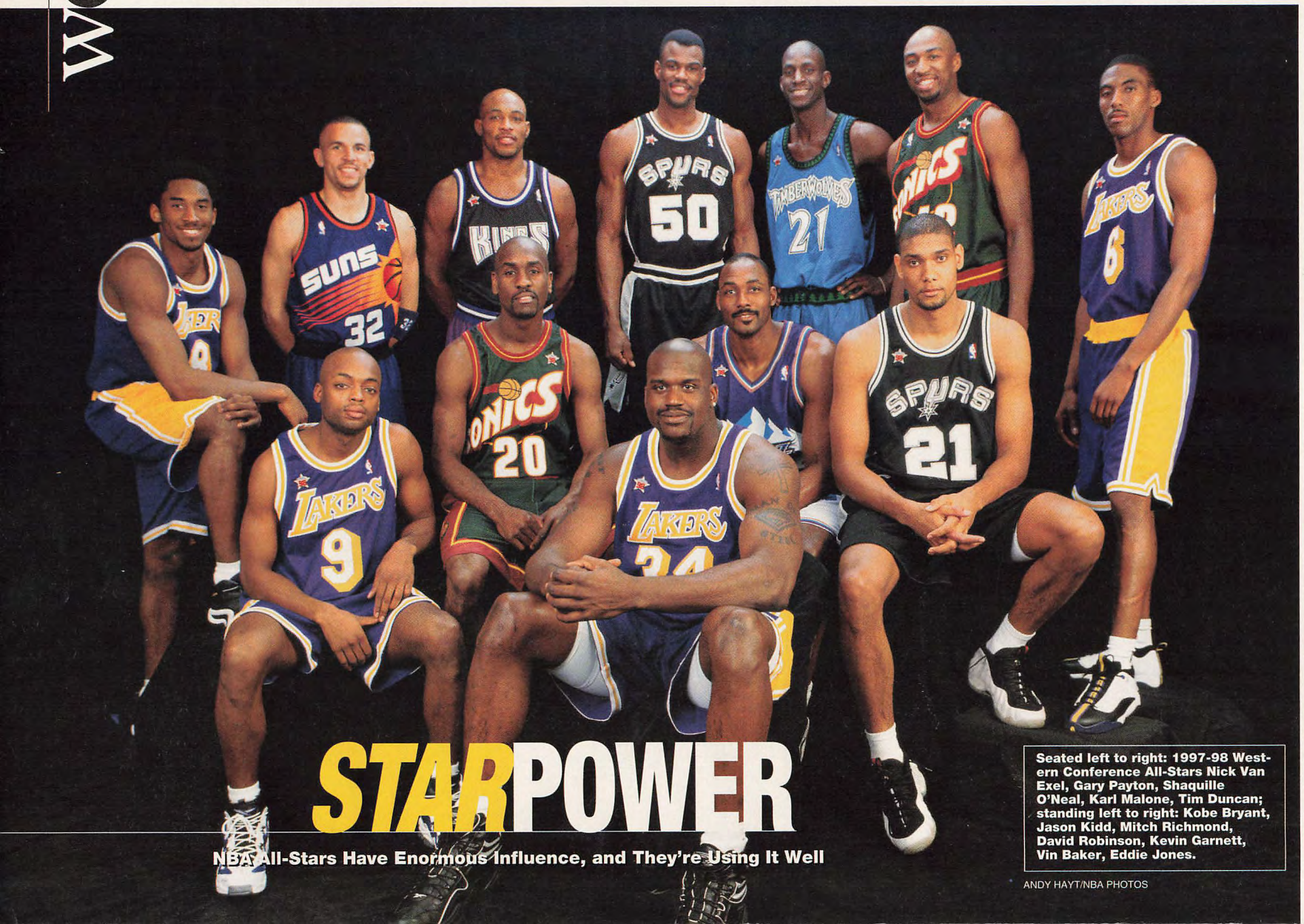
Shaquille O'Neal
Donated $1 million to begin a fund-raising project to build technology centers at 100 Boys & Girls Clubs across the U.S. over the next 10 years.

Gary Payton
Works closely with Big Brothers and Big Sisters of King County and donated $250,000 to help them build a new facility.

Mitch Richmond
Hosted the Mitch Richmond Blood Brothers and Sisters Holiday Bowling Gala for kids afflicted with sickle-cell anemia, HIV, AIDS and thalassemia.

David Robinson
Donated $5 million to build a prep school in San Antonio's downtrodden east side, home to an almost entirely minority population.

Nick Van Exel
Created a foundation called Exel for Life, which works closely with the National Benevolent Association, aimed at helping underprivileged kids.



STAR POWER

NBA All-Stars Have Enormous Influence, and They're Using It Well

Seated left to right: 1997-98 Western Conference All-Stars Nick Van Exel, Gary Payton, Shaquille O'Neal, Karl Malone, Tim Duncan; standing left to right: Kobe Bryant, Jason Kidd, Mitch Richmond, David Robinson, Kevin Garnett, Vin Baker, Eddie Jones.

ANDY HAYT/NBA PHOTOS

Penny Hardaway
Created Pennies for Penny's Pals with local Orlando grade school kids. The pennies raised are donated to four Central Florida service organizations that aim to help children.
Tim Hardaway
Donated $20 for every assist he recorded in '97-98 to the American Cancer Society and the Children's Cancer Caring Center.
Grant Hill
Donated proceeds from his book, *Change the Game*, to two homeless children's organizations.
Michael Jordan
Donated $1 million to the University of North Carolina to create the Jordan Institute for Family, a section of UNC at Chapel Hill's school for social work.
Shawn Kemp
Serves dinners at the City Mission in Cleveland, a shelter for homeless men, women and children that supplies food, clothing and lodging.
Reggie Miller
Spokesman for the NBA's Stay in School program and adopted an Indianapolis grade school that he regularly visits to challenge the students to work hard.
Dikembe Mutombo
See feature story in Heroes section on page 70.
Glen Rice
Donates his time and money to the Junior Olympics.
Steve Smith
Donated $2.5 million to Michigan State officials to erect academic facilities for athletes at his alma mater.
Rik Smits
Charitable deeds information was unavailable.
Antoine Walker
Purchases a section of 44 seats at Boston's Fleet Center that's reserved for school kids. Kids get tickets based on their school attendance and grades.
Jayson Williams
Inspired by the AIDS-related deaths of his sisters, his annual golf tournament raised $60,000 last year, which was directly donated to Newark University Hospital's pediatric AIDS unit.

Seated left to right: 1997-98 Eastern Conference All-Stars Glen Rice, Shawn Kemp, Michael Jordan, Rik Smits, Grant Hill; standing left to right: Tim Hardaway, Penny Hardaway, Steve Smith, Dikembe Mutombo, Reggie Miller, Jayson Williams, Antoine Walker.

ANDY HAYT/NBA PHOTOS

Ford

DIVISION PRESENTS

ABC Monday Night Football

"Get into the Game" Sweepstakes

For more information on the Ford Ranger and other Ford vehicles, call 1-800-258-FORD, or check out our web site at www.fordvehicles.com

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First Place: A trip for two to the 33rd Annual NFL Championship Game in Miami, Florida!

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QUESTIONS

Complete the coupon below with the answers to the following questions:

1. What was the final score of each of the games listed in the coupon below?
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The odds of winning are determined by the total number of eligible entries received. Approximately 3 million sweepstakes entries will be printed. The verifiable value of each prize is as follows: a) Grand prize: $18,000. b) First prize: $4,500. c) Second prize: $40. NO PURCHASE NECESSARY. See the official rules (printed on page 134) for alternate entry rules.

Enter Here!

Ford Division Presents
ABC Monday Night "Get into the Game" Sweepstakes

Simply complete this coupon to be eligible for the drawing.

MONDAY NIGHT GAMES (NOVEMBER)	FINAL SCORE	PASSING YDS
OCT. 5, Vikings @ Packers		
OCT.12, Dolphins @ Jaguars		
OCT. 19, Jets @ Patriots		
OCT. 26, Steelers @ Chiefs		

▪ **Mail to:** ABC Monday Night "Get into the Game" Sweepstakes, P.O. Box 12298, La Crescenta, CA 91224-0998

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NO PURCHASE NECESSARY. This sweepstakes is valid in the U.S. and Canada only (sweepstakes not valid in the province of Quebec and in Puerto Rico). In order to be eligible to win, one must be 18 years or older with a valid driver's license. Deadline for receipt of entries: December 19, 1998. ABC's Monday Night Football and Monday Night Football are Trademarks of ABC Sports, Inc.

Restrictions and eligibility limitations regarding entry forms, age, residence, employment, and family membership are described in the official rules.

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Spence put a new twist on an old philosophy. To be one *with* everything, he says, you've gotta have one *of* everything. That's why he also has the new Ford Ranger. So he can seek wisdom on a mountain top. Take off in hot pursuit of enlightenment. And connect with Mother Earth. By looking no further than into

the planet's coolest 4-door compact pickup.

He says it gives him easy access to inner peace. Which makes him one happy soul.

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calendar

Nov.

Written by Matt Rumishek
Edited by David Scott

November Highlights

Steve Young faces Brett Favre on the not-yet-frozen tundra of Lambeau

Surfer dudes hang ten on the North Shore of Oahu

Sergei Zubov and his Stars skate into the Motor City

Breeders' Cup: Louisville's the stage for the richest day in horse racing

Schedule of Events

1. New York
Sport: Running
Event: New York City Marathon
Date: Nov. 1
Place/Time: Starts in Staten Island, proceeds through all five boroughs of New York City/10:35 a.m.
If you're bold enough to cheer on the hordes, watch your pockets. The marathoners are liable to pinch your wallet and run for miles.
Ticket Info: Free
Web Site: www.nyrrc.org
TV: ESPN and ESPN2

2. Green Bay, Wis.
Sport: Football (NFL)
Event: San Francisco vs. Green Bay
Date: Nov. 1
Place/Time: Lambeau Field/3:15 p.m.
Steve Young vs. Brett Favre. It's the kind of dignified rivalry that either makes you appreciate the pureness of sports competition—or makes you long for trash-talking and cheap shots.
Ticket Info: 920.496.5719
Web Site: www.packers.com
TV: Fox

3. Louisville, Ky.
Sport: Horse Racing
Event: Breeders' Cup Championship
Date: Nov. 7
Place/Time: Churchill Downs/Racing begins at 11:30 a.m.
This is a record fourth time Churchill Downs will host "Thoroughbred racing's richest day."
Ticket Info: 502.636.4400
Web Site: www.breederscup.com
TV: NBC

4. Hampton, Ga.
Sport: Auto Racing (NASCAR)
Event: Napa 500
Date: Nov. 8
Place/Time: Atlanta Motor Speedway/12:30 p.m.
The final race of the year with Winston Cup points on the line.
Ticket Info: 770.946.4211
Web Site: www.nascar.com
TV: ESPN

5. North Shore Oahu, Hawaii
Sport: Surfing
Event: Triple Crown of Surfing Series
Date: Nov. 12-Dec. 20
Place: Alii Beach Park
Ladies, these guys don't just have great tans and awesome bods, they're out there surfing for some serious cash too.
Ticket Info: 808.638.7266
Web Site: www.hoholoho.org/triple-crown
TV: ESPN

6. Detroit
Sport: Hockey (NHL)
Event: Dallas vs. Detroit
Date: Nov. 13
Place/Time: Joe Louis Arena/7:30 p.m.
A Friday the 13th rematch of last year's Western Conference finals.
Ticket Info: 313.983.6606
Web Site: www.detroitredwings.com
TV: Regional

7. Easton, Md.
Sport: Wildlife Conservation
Event: 28th Annual Waterfowl Festival
Date: Nov. 13-15
Place: Various
Retriever and fly-fishing displays, shooting exhibitions and the world championship of goose- and duck-calling. What doesn't this place have?
Ticket Info: 410.822.4567
Web Site: www.waterfowlfest.org
TV: Maryland Public Television

8. Seattle
Sport: Football (NCAA)
Event: UCLA vs. Washington
Date: Nov. 14
Place/Time: Husky Stadium/12:30 p.m.
A Pac-10 battle showcasing a couple of the nation's top gunslingers in Cade McNown and Brock Huard.
Ticket Info: 206.543.2200
Web Site: www.gohuskies.com
TV: ABC

9. Columbus, Ohio
Sport: Football (NCAA)
Event: Michigan vs. Ohio State
Date: Nov. 21
Place/Time: Ohio Stadium/12:00 p.m.
The sad truth is that Buckeyes coach John Cooper can go unbeaten in all his other games, but it doesn't mean diddly unless he beats Michigan ... consistently.
Ticket Info: Sold out
Web Site: www.ohiostatebuckeyes.com
TV: ABC

10. Anchorage, Alaska
Sport: Basketball (NCAA)
Event: Carrs Great Alaska Shootout
Date: Nov. 25-28
Place: Sullivan Arena
The tourney tips off with Notre Dame facing powerhouse Duke. Cincinnati, Fresno State, Iowa State, St. Mary's, Southern Utah and host Alaska Anchorage round out the field.
Ticket Info: 907.786.1230
Web Site: www.uaa.alaska.edu/athletics
TV: ESPN (night games on 26-28)

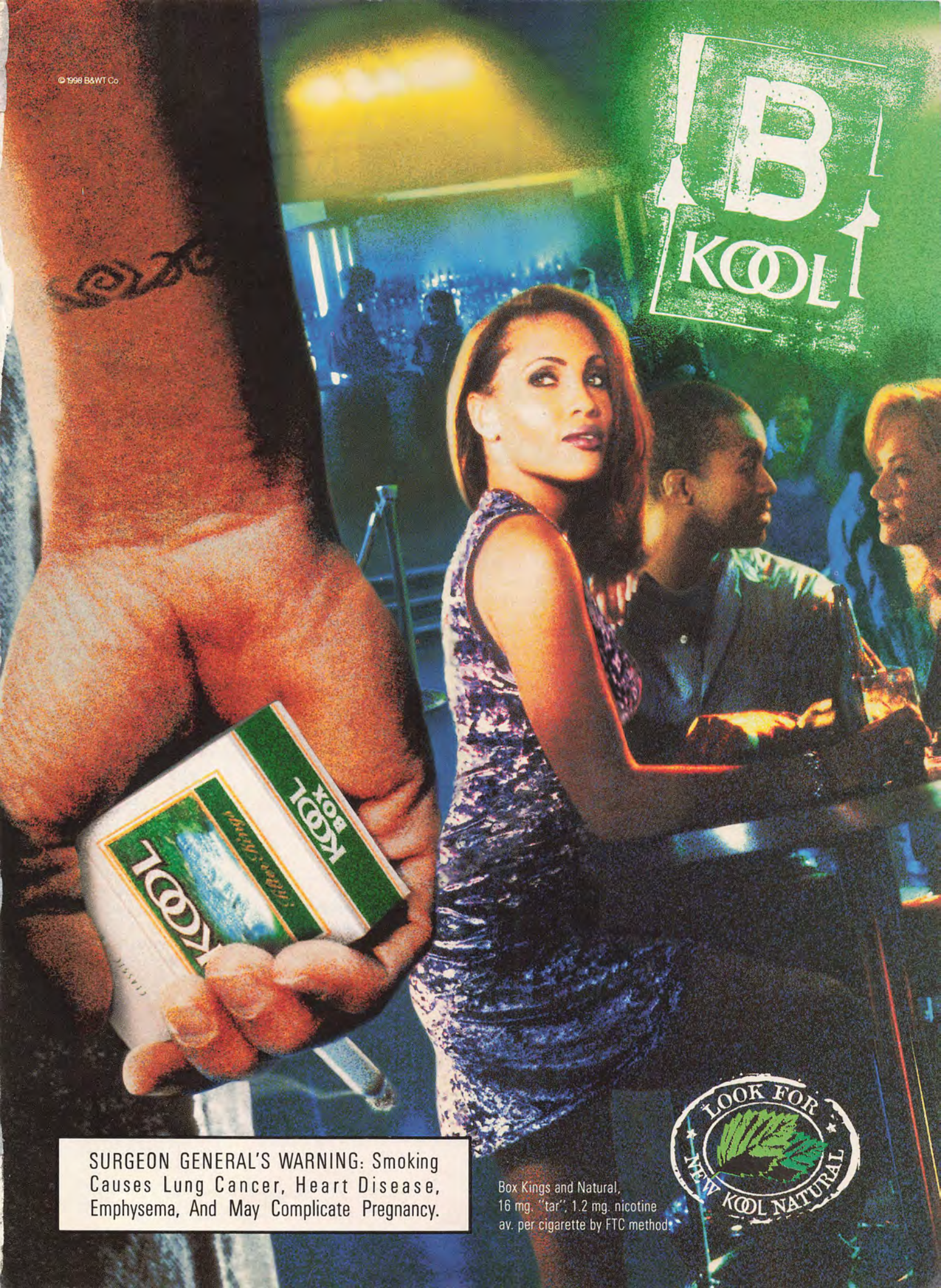
International

1. London, England, United Kingdom
Sport: Auto Racing
Event: RAC Centenary Veteran Car Run: London to Brighton
Date: Nov. 1
Place/Time: London/7:30 a.m.
This unique event annually celebrates the passage of the law no longer requiring a person to walk in front of all motor vehicles with a red flag. Each year, hundreds of pre-1905 cars make the 53-mile journey to commemorate this great day. Man, do the English know how and why to party!
Ticket Info: 011.44.175.368.1736
Web Site: www.buckinghamgate.com/events
TV: TBD

▶ **All listed times are local. Dates and times are subject to change.**
If you'd like to submit a listing, e-mail us at sport@petersenpub.com

October at a Glance: Oct. 10: LSU at Florida - Gainesville, Fla. Tickets: 352.375.4683 Web Site: www.uaa.ufl.edu/sports **Oct. 11:** Winston 500 - Talladega Superspeedway, Talladega, Ala. Tickets: 205.362.9064 Web Site: www.nascar.com **Oct. 19:** N.Y. Jets at Patriots - Foxboro, Mass. Tickets: 800.543.1776 Web Site: www.patriots.com **Oct. 24-25:** 1998 Cuervo Gold Tour Championship - South Beach, Fla. Tickets: 203.662.4636 Web Site: www.beachvolleyball.net

FROM TOP: JON SOOHOO; ALLSPORT; VINCENT LAFORET/ALLSPORT; HARRY HOW/ALLSPORT; MAP: USGS/SPL/PHOTO RESEARCHERS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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
Box Kings and Natural, 16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

Marketing Madness

Under the Category of "Better Late Than Never," the NCAA Has Discovered It Doesn't Have to Sell Its Soul to Sell Its Product > By Terry Lefton

IT'S PROBABLY ONE OF THOSE THINGS you don't notice you noticed. Like when the wife moves a table in the living room in June and you ask as you're putting up the Christmas tree, "Honey, did you move the table?"

The NCAA has been rearranging all the furniture in its house, and despite being a bit behind the marketing times, the results are beginning to show.

A year ago, there were skeptics when Host Communications, the only company that has ever sold NCAA marketing rights, doubled its rights fee, paying $75 million to renew its agreement for another five years.

The NCAA is not marketing-friendly. Far from it. At previous Final Fours, there were no entitlements and no courtside signage. CBS owns the television rights, and product sampling wasn't allowed inside the arenas.

Surely, the skeptics theorized, no one was going to pony up big dollars for a property that didn't even provide sponsors with logo rights for the teams involved, or the endorsement designations, like "official beer of the NCAA," that other big properties grant at the drop of a certified check.

By this past summer, however, the skeptics had been silenced. Host more than paid off the contract by signing new or renewal deals worth more than $80 million over the life of its own NCAA deal and by attracting huge brands such as Compaq, Nabisco and Tricon Restaurants [*see box*] as new "corporate partners."

"The guidelines before were always to err on the side of conservatism," says Jim Host, founder, chairman and CEO of Host Communications.

What happened? The NCAA found religion—or at least marketing savvy. Until recently, top level decisions on NCAA marketing policies were made by committees that thought "marketing" was something done with a list and a shopping cart. But NCAA executive director Cedric Dempsey established a new official marketing committee, and for the first time, sponsors had discussions with the NCAA about their needs and wants.

"The thing about the NCAA is that it comes with the ability to build local relationships, which is really difficult to get with any other national sponsorship," says John Lebbad, director of event marketing at Sears Roebuck & Co., which had its logo on seat cushions at the last two women's Final Fours.

Sponsor-identified seat cushions such as those were allowed inside the men's and women's Final Four venues for the first time in 1997, a tactic that has been used at the Super Bowl for more than a decade. It was a radical move for the NCAA, allowing corporate brands into the Final Four arena.

"They have just gotten better at understanding what clients need," says Ocean Spray business operations manager Tom Manchester. "And they've been able to convince the NCAA boards that if they are going to compete with other sports properties, they have to offer competitive properties."

As a result of a Final Four promotion last season, Ocean Spray sold enough additional juice in a San Antonio grocery chain that it was able to pay the price of a year's sponsorship from that promotion alone—a sponsorship that includes the 80-odd other NCAA championships. And for a spell, Pizza Hut's NCAA-ball promotion made it the biggest seller of basketballs in America.

The Final Four is the NCAA's crown jewel, but in terms of marketing, the organization has miles to go. One step for NCAA football was the introduction of this Star Trekian-looking logo (*above*).

For the fans, the encouraging (or discouraging) news from all this is that as the NCAA becomes more marketing-friendly, fans can become more "involved" in the games. Just how far the NCAA will go remains to be seen, but if the initial numbers are good, it will be hard to resist.

This isn't just hoops talk either. Host and the NCAA have been building other college assets to sell. A branding campaign designed to increase ratings and attendance for NCAA football last year was accompanied by a new NCAA football logo schools are beginning to display. Once the mark becomes more prominent, the NCAA and Host will have something to sell other than the team imprints owned by the individual schools. NCAA basketball is considering a similar unifying mark.

"While our members are interested in centralized marketing, they are not interested in us establishing something like NBA Properties [the league's central marketing arm] because every school has its own licensing and promotional efforts," says Dempsey. "For us, it is always going to be a question of trying to strike a balance."

And getting the furniture in the right rooms at the right angles. ■

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The Crying Game

ESPN's Roy Firestone Is Known for Bringing His Subjects to Tears, But That's Not All That Separates Him From His Peers > By Sam Silverstein

IN FACT Firestone was so enamored with Brooks Robinson as a youngster, he named one of his sons after the Baltimore Orioles legend.

LET'S DEAL WITH THE CRYING THING right at the top. Veteran broadcaster Roy Firestone is one of the most accomplished journalists in the Q&A trade, sports or otherwise. During 14 years on ESPN, it's estimated that Firestone has interviewed more than 4,000 athletes, ranging from stately Arthur Ashe to decked-out-in-drag Dennis Rodman. Both were handled with equal aplomb. The man has earned seven Emmy awards, seven ACE awards for cable excellence, even a letter of praise from George Steinbrenner.

All of which became an afterthought the moment Firestone reduced Cuba Gooding Jr., playing the role of Rod Tidwell, to tears in the final scene of "Jerry Maguire." Ever since, Firestone's been known as The Guy Who Makes Athletes Cry. Even guests on "Up Close Prime Time," his current show, have a hard time separating celluloid from reality. "Barry Bonds, Bobby Bonilla, Grant Hill ... they all say, 'Do me one favor: Don't make me cry,' " Firestone says with a chuckle. "It's become my signature, really."

Firestone's rep for making his subjects cry was cemented by his cameo in "Jerry Maguire."

The "Jerry Maguire" scene struck a chord with sports fans because it captured something about Firestone that had previously existed only in the abstract. Though Firestone says that only a handful of athletes have melted down in his presence on the air, a strain of emotion seemingly runs through all his programs. A typical Firestone question burrows straight for the heartstrings, aided and abetted by a dramatic hand gesture here and a theatrically cocked head there.

Whether you view Firestone's interview style as schmaltzy or sincere, there's no arguing with his success. He has built a career on his ability to draw emotions out of the most macho of men, a skill in which he takes considerable pride.

"The key is being attracted on some level to the person you're talking to," he says. "Most people are not. Most people see it as a job, something they'd

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like to get over with. I think there's got to be some kind of angle, storyline, whatever you want to call it—that you're attracted to. I try to find something that touches a chord as a human being.

"Many interviewers today lack passion," Firestone continues. "I think that's the mistake that's made over and over again, the lack of commitment of the interviewer to the interviewee."

Firestone was introduced to the world of professional sports while serving as a wide-eyed bat boy at the Baltimore Orioles' spring training facility near his family's Florida home. Even before he was old enough to wear his first fitted baseball cap, Firestone knew sports was close to his heart—and that he would have to be creative about finding a way to stay in the game.

"I knew I wanted to be around ballplayers, and I liked asking questions," Firestone says. "I remember Frank Robinson saying to me, 'Jeez, kid, you do ask a lot of questions.' "

Due in part to this preternatural gift for gab, Firestone's rise as a sports journalist has been steep. His first job was as a sports anchor and reporter in Miami. In 1984, Firestone hitched his wagon to an obscure cable sports station based in the boondocks of Connecticut; his nightly interview show helped build ESPN into the ubiquitous presence it is today.

"Many interviewers today lack passion."

Earlier this decade, however, Firestone sensed his creative juices as a journalist beginning to wane. His answer was to ease off the throttle at ESPN and launch a second career as an entertainer. Today Firestone is a much-in-demand lecturer/impressionist/comedian at corporate confluences all over the map. "I do a one-man show about sports," he explains. "It's a musical show, it's a variety show, it's a show of humor, it's a show of voice characters. I've been doing it for nine and a half years, between 60 and 70 times a year. About 25 percent of the shows are for charity. It takes up a ton of my time."

Firestone's second career has had the dual effect of supplementing his income and forestalling potential burnout. Though there has been talk of a more regular on-air presence, a return to his original five-programs-per-week grind is out of the question. For one, Firestone's schedule as an entertainer, and father—Firestone, 44, lives near Burbank, Calif., with his wife, Midori, and their two young sons—doesn't allow for it. What's more, having spent a good chunk of his life in the presence of athletes, Firestone has concluded that there's only so much they can teach us. Appropriately enough for someone who lists Howard Cosell, Muhammad Ali and Ashe among his heroes, Firestone is not afraid to lob an occasional grenade into the bunker. And on the subject of our culture's oversized fascination with sports, he doesn't hold back.

"We never hear about a person who's doing sickle cell anemia research, or somebody who's doing AIDS research," Firestone says. "That speaks to a larger issue: our distortion of athletes proportionate to how well they hit or shoot a ball.

"Do we really need to hear what Charles Barkley has to say? Or what Shaq has to say? Or what Ken Griffey Jr. has to say? They're nice people; I have no problem with any of them. It's just that they're magnified by our infatuation with the world of sports, and I don't believe we should give a whole lot of credence to what athletes have to say."

All of which interferes not at all with Firestone's ability to enjoy the games people play. As recently as last October, Firestone witnessed an event that ranks among his most cherished sports memories: the Florida Marlins' Game 7 victory in the 1997 World Series. Forrest Gump-like, Firestone has been a presence at many of the most celebrated sports events over the last couple of decades, including the University of Miami's championship-clinching win over Nebraska in the 1992 Orange Bowl, Kirk Gibson's game-winning home run in the 1988 World Series, Carl Lewis' four gold medals in one day at the 1984 Los Angeles Olympics, and the classic title bout between Sugar Ray Leonard vs. Marvin Hagler. Yet for sentimental reasons, the Marlins' victory ranks at the top.

"Even though people scoff and roll their eyes when you talk about the Marlins, that World Series was thrilling for a kid who grew up in Miami with no baseball," Firestone says. "I never dreamed that I'd ever see a World Series game in Florida with my dad."

There he goes again. Anyone else out there feeling a lump in the throat? ■

OVERTIME

Firestone's new video, ***Roy Firestone's Greatest Moments in Sports***, might not make you cry, but it will bring back memories. It includes segments on Tiger Woods, Ali vs. Frazier and Super Bowl III between the New York Jets and Baltimore Colts. To order, call 888.6GET.REAL.

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Life in a Cesspool

It's Time to Address College Basketball's Ills—Before It's Too Late > By Armen Keteyian

IN HIS SLAM-DUNK OF A MOVIE "He Got Game," filmmaker Spike Lee's fictional star Jesus Shuttlesworth—the nation's No. 1 basketball recruit—finds himself dealing with a scheming girlfriend, an oily agent, shameless coaches and a parolee father who may or may not be running a con on his son. In short, Jesus is up to his ears in that cesspool known these days as major college basketball recruiting.

I know a bit about the cesspool. Some 10 years ago, Alexander Wolff and I wrote *Raw Recruits*, a best-selling book that revealed the sordid summertime wars among shoe companies, coaches and self-serving "uncles" for the hearts and souls of America's finest high school talent. The "cesspool" label first surfaced on those pages in the form of a quote from Sonny Vaccaro, the godfather of Nike's rise to basketball power and riches. "It's a cesspool, and we start the process," he said.

Back then, in 1989, about 100 teams played Las Vegas in the summer's biggest AAU tournament. Vaccaro's entire promotional budget that summer was $250,000.

My, have things changed. This year, 220 teams showed up for the Vegas Adidas Big Time Tournament, as did just about every college coach in the country. And Vaccaro's budget with rival Adidas, his new employer? He spent a quarter-mil on the Adidas ABCD camp before he even got to Vegas. "We're talking millions of dollars difference," he says.

Five or six million a year more, primarily from Nike, Adidas and Reebok, all pumped—virtually unregulated and unsupervised—into waters deeper and more dangerous than ever. As the bucks increase, so do the number of corrupt AAU coaches, drug dealers doubling as agents, payoffs, promises and cheating, all feeding the greed and need to win.

Which is why, on the eve of another college basketball season, the commissioner of the Big Ten is calling for radical, systematic change in a game he believes is in the midst of a meltdown. "We have to cool down what is awfully hot," says Jim Delany. "There are some patterns of outcome that nobody can live with."

Coaches Mike Krzyzewski, Roy Williams and John Thompson take in the action over the summer at the Vegas Big Time tourney.

Delany recently detailed some of those disturbing patterns in an impassioned letter to Big Ten presidents. The most shocking: From September 1990 through May 1997, more than half of scholarship basketball players in the Big Ten either transferred from their original school, dropped out, went pro or are missing in action. According to Delany, at 25 of 33 other major conferences, it's virtually the same story: attrition rates of more than 50 percent.

"Embarrassing," he says. And he's right.

That's not all. In his letter, Delany points out that graduation rates are 25 percent lower than in college football, and 50 percent below women's basketball. He also talks about the 18-month period in which a high school star lives a virtual lifetime. He graduates high

PATRICK MURPHY-RACEY

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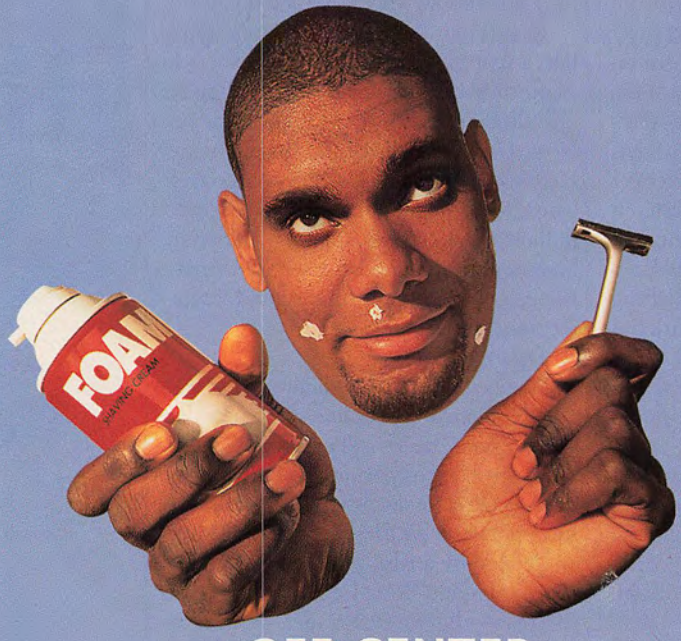

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The movie "He Got Game" depicted the recruiting ills in college basketball, some of which, critics say, are caused by camps like the ones run by Vaccaro (*left*).

school, plays the summer circuit for 50 to 70 games, enters college, begins intense practice, plays a 35-game televised regular-season schedule, goes to the Big Dance, then, increasingly, considers jumping to the NBA. The overall effect is one of a rootless, shiftless game plagued with fundamental problems.

"I think the NCAA Tournament, in part, fuels and obscures some of the bad fundamental play we're dealing with," says Delany. "Nobody wants to say anything that might impugn [the Tournament], but everyone who's been around 10 years knows it's true. What we have to determine is the appropriate remedy. Is it amputation or rehabilitation?

"We have created an environment where college, in the minds of a lot of kids, is just a stopping off place to polish skills," he adds. "The harm is not in the dream [of the NBA], but the conflict between the dream, energy and reality."

To stabilize the situation, Delany wants major change, and he wants it now: freshmen ineligibility; a two-year guarantee on scholarships instead of the current yearly renewals; an increase in scholarships per team from 13 to 15; the spreading of what he calls "the compression of time" from 18 to 30 months to allow teen-age kids time to adjust to campus life, academically and socially, before hitting the road to the Final Four.

And he wants to put a virtual end to the summer basketball business—and with it, he hopes, put control back in the hands of more respected high school coaches, a plan that enrages guys like Vaccaro.

"Jim Delany's a hypocrite," Vaccaro snaps. "I don't like Jim Delany and what he stands for. He makes comments on people he knows nothing about—that's hypocrisy."

Put yourself in Vaccaro's shoes for a moment. Listen as he talks about Pascal Jean-Charles, who took a bus 32 hours through the fires in Florida to attend the Adidas ABCD camp because Vaccaro can't fly kids to his camp anymore. Can't give them bags, shoes or warmups, as companies have in the past. Listen as he backs up his hypocrisy point.

"When Jim Delany tells the University of Michigan and Northwestern and the rest of the Big Ten schools not to take our shoe money, then he can tell kids who he doesn't know, guardians he doesn't know, coaches he doesn't know, what to do and not do."

Good point. Nike pays Michigan $1 million a year to outfit and equip the school's entire athletic department, including its cheerleaders. Adidas pays millions to put Notre Dame, Tennessee, Northwestern and Nebraska in its product. Ohio State is up for grabs, with bidding expected to reach $3 million a year. So Vaccaro is right when he questions the difference between rejecting a free pair of shoes in the summer and accepting some in the fall.

Delany's response?

"Look, we have no credibility to ask anyone to do anything because we've added to the problem," he says. "I'm not anti-AAU, anti-shoe company or anti-NBA. But we need a collective discussion between all the stake-holders or we'll lose a game we all love."

A love-in might work. Some kind of Hoops Summit. Bring Delany and Vaccaro together—they've never met—as well as other stake-holders like the NBA, NCAA, AAU and other shoe companies. End the bickering and stabilize the game. Make freshmen ineligible. Give them two-year guarantees. Boost scholarships to 15. Work out some sort of index whereby if an athlete stays in school four years, graduates, gets drafted and makes an NBA team, two of those years count toward free agency.

And, oh yeah, almost forgot. Clean up the cesspool. Now. If not, college basketball recruiting will sink so deep into it that, for guys like Jesus Shuttlesworth, there won't be any game to get. ■

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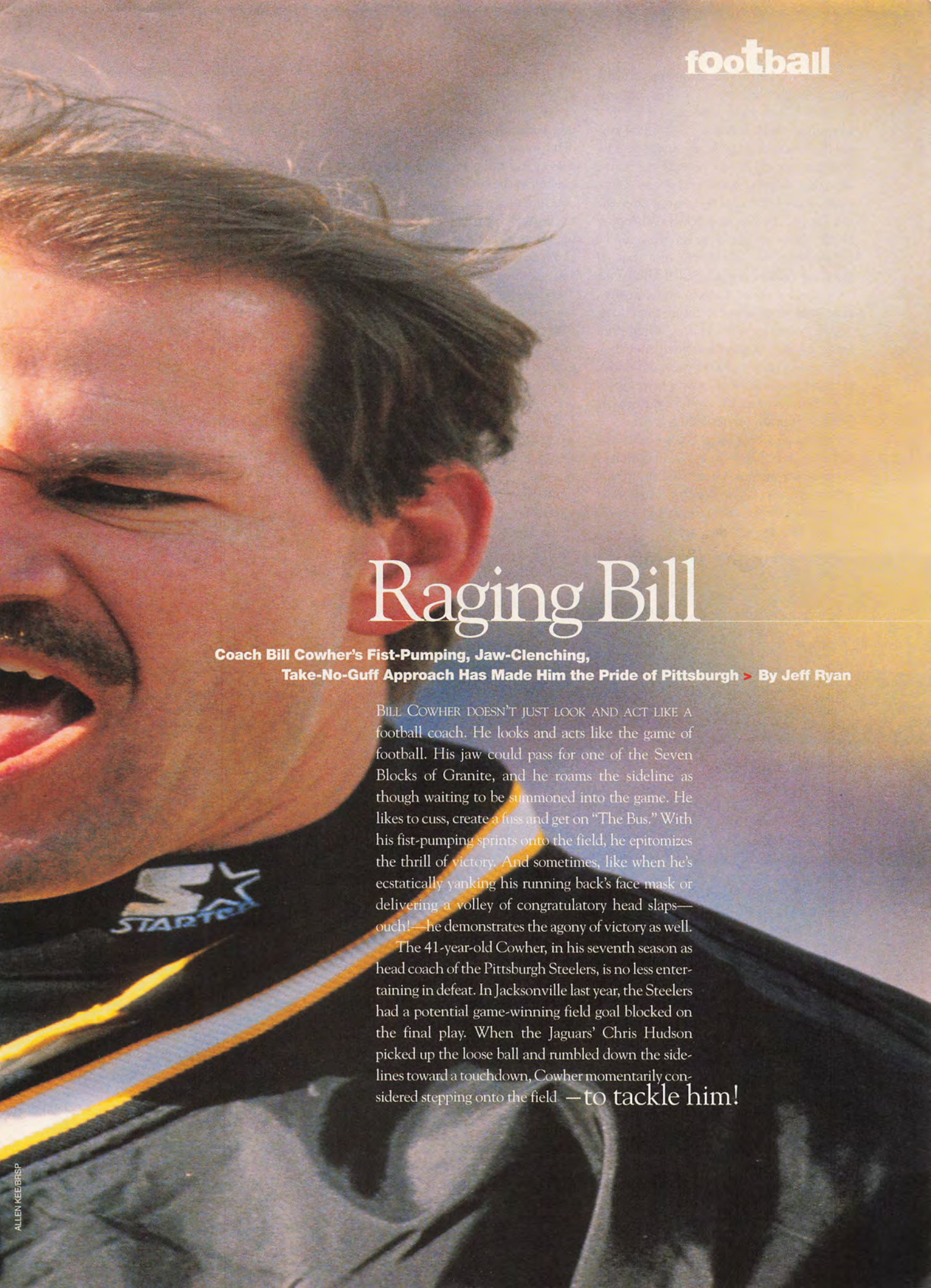


Raging Bill

Coach Bill Cowher's Fist-Pumping, Jaw-Clenching, Take-No-Guff Approach Has Made Him the Pride of Pittsburgh > By Jeff Ryan

BILL COWHER DOESN'T JUST LOOK AND ACT LIKE A football coach. He looks and acts like the game of football. His jaw could pass for one of the Seven Blocks of Granite, and he roams the sideline as though waiting to be summoned into the game. He likes to cuss, create a fuss and get on "The Bus." With his fist-pumping sprints onto the field, he epitomizes the thrill of victory. And sometimes, like when he's ecstatically yanking his running back's face mask or delivering a volley of congratulatory head slaps—ouch!—he demonstrates the agony of victory as well.

The 41-year-old Cowher, in his seventh season as head coach of the Pittsburgh Steelers, is no less entertaining in defeat. In Jacksonville last year, the Steelers had a potential game-winning field goal blocked on the final play. When the Jaguars' Chris Hudson picked up the loose ball and rumbled down the sidelines toward a touchdown, Cowher momentarily considered stepping onto the field —to tackle him!

ALLEN KEE/BRSP

"I saw the ball rolling toward me, and my first thought was to kick it," explains Cowher. "Then it was just a natural reaction to want to tackle the guy. I had a little better discretion and made an obviously wise decision not to. It was pointed out to me that that was the same field where [Ohio State coach] Woody Hayes went after the guy [in the 1978 Gator Bowl]. When you think about it, you'd never want to be remembered for something like that. It made me realize I better curtail it a little bit."

Curtail it? Sure, Coach, and construction workers are going to curtail their hooting at babes in short skirts. When your intensity is your most heralded trait, hey, crazy things happen. Don't sweat it. Besides, far more people tease your wife, Kaye, about the time you kissed your quarterback, Kordell Stewart, on national television.

Kisses and bear hugs. Romps onto the field to greet black-and-gold-clad heroes returning from war. Great stuff for a high school gridiron movie starring Tom Cruise, but appropriate behavior for an NFL coach?

"I'd like to see the person who tries to tell him not to do it," says ESPN analyst Paul Maguire with a chuckle. "His players love him. His enthusiasm carries over to them because it's honest."

"You see this guy jumping up and down, and it has to get you fired up," says Pittsburgh's Pro Bowl running back, Jerome "The Bus" Bettis. "If you're going through a lull, you just look in his eyes and it raises your energy level."

Says Cowher: "I don't try to be an act or a show. I just really enjoy the game. After you've put in 65 or 70 hours of work a week, you had better enjoy those three hours on Sunday."

They're a lot easier to enjoy when you're winning. Cowher may sometimes be on the brink of completely losing it on the sidelines, but he's also been on the brink of a championship. The résumé: five AFC Central crowns, three trips to the AFC championship game and an AFC title.

The success has come in spite of the financially limited franchise being clobbered every season by free agency. The Steelers have lost 32 free agents during the Cowher era, 22 of them starters. Ten coaches have also departed. Pittsburgh entered last season minus 10 key players and their defensive coordinator from the previous season and still came within four points of playing in the Super Bowl.

Under Cowher and director of football operations Tom Donahoe, Pittsburgh has made it to Super Sunday with an unspectacular Neil O'Donnell at quarterback and won 10 games in a season with journeyman Mike Tomczak calling the signals. When Cowher last year handed his offense over to Stewart, who was thought to lack passing accuracy and whose running style seemed better suited to the college game, many experts concluded that the coach had made the decision strictly with his heart. But by playoff time, he was being praised for his foresight.

"There aren't many head coaches who are better," says Maguire. "When players leave, it doesn't make much difference because the Steelers stick with the same basic offense and defense. They beat you with execution."

Pittsburgh relies primarily on a zone-blitz defense and a punishing running game. The three-yards-and-a-cloud-of-AstroTurf-fibers offense features Bettis rumbling behind the crunching blocks of fullback Tim Lester. The idea is for The Bus to wear down opposing defenses, giving the multifaceted Stewart more attacking options late in the game. The strategy isn't always fun to watch, but it wins games.

On a drizzly Pittsburgh morning, Cowher is sitting in the Steelers' library at Three Rivers Stadium. It's a room that was once the office of the team's beloved owner, Art Rooney. An oil painting of the late Hall of Famer hangs on the wall, as do photos of the Steelers' four championship squads and their coach, Chuck Noll. It could be quite an intimidating setting—if Cowher allowed it to be.

"I don't have time to worry about who was here before me," says Cowher. "What's ahead is my focus. Because of free agency, there's always going to be change, but we never dwell on who left. We take pride in our preparation, and I try to create new challenges every year for each individual. When you do that and have good people, you get positive results."

Adds Fox Sports analyst Matt Millen, "Bill the coach is like Bill the NFL player was: well-prepared and with knowledge of his strengths and weaknesses. No pretense, just roll up the sleeves and get the work done. He gets *everybody* to work on a high level. Bill Parcells does that, but there are few coaches who could do what Cowher has done in that situation."

MANY OF THE PRECONceived notions one has about Cowher turn out to be true. Yes, his all-time favorite Steeler *is* Jack Lambert, the gap-toothed, bad-ass middle linebacker who was so mean, he'd lay out a ball carrier, then take a swing at the little birdies flying around his dazed victim's head. And, you guessed it, Cowher is about as fond of domes and artificial turf as he is of pessimistic preseason prognosticators. And he *did* wear a hard hat before he strapped on a football helmet, working as a boilermaker in the fiery steel mills of Western Pennsylvania.

A few of the notions, though, come as surprises. No, he wasn't the kind of die-hard Steelers fan who valued his "Terrible

CLOCKWISE FROM LEFT: TOM DIPACE; RON VESELY (2); BOB ROSATO (2); RICH KANE/SPORTSCHROME

Towel" the way Linus treasures his blanket, and, no, he didn't want to put his fist through a wall whenever Rocky Bleier was stopped on third-and-one. As tough as he was, Cowher got into few fights growing up. And although you'd think his style has been molded in part by some hyper high school or college coach who foamed at the mouth and head-butted lockers to motivate his troops, Cowher says he never played for a coach who was even close to being as animated as he is.

Cowher's trademark intensity and focus are the byproducts of his upbringing and genuine love for the game. He was raised in the Pittsburgh suburb of Crafton, where a 100-yard-long expanse of green is considered sacred ground and not even a World Series appearance by the Pirates can stoke the natives' fires the way any playoff game for the Men of Steel does.

"A lot of the passion you could credit to his father [Laird], who always sent him to football camp and drove him to games," says his wife, Kaye. "His dad's a pretty intense guy. We laugh about it today, but he would say things to Bill like, 'Remember, when you're on that field, you have no friends.' "

Says the coach: "My father said three things to us: Don't quit anything you start, work harder than the other person, and don't be intimidated by anything or anybody."

Heeding that advice helped Cowher, who says he was "just good enough to make the team" during his five years as a linebacker and special teams player with the Cleveland Browns and Philadelphia Eagles. A possible return to Cleveland was on Cowher's mind this past off-season, when it was rumored he was eyeing a head coach/general manager position with the expansion Browns in the event that he couldn't get his Steelers contract extended at $2 million a season. He finally got his deal in July, an extension through 2002. Cowher won't discuss the contract negotiations, but it's no secret that he angered some blue-collar supporters when he reportedly turned down the Steelers' initial $1.8 million-per-year offer and hired superagent Robert Fraley to get him more.

What Pittsburghers have always found most appealing about Cowher is that he's one of them. He dresses like them (Steelers windbreaker and cap), talks like them ("downtown" is pronounced "dahntahn") and looks like them (he could be the guy on the next bar stool who's nursing a mug of Iron City and bitching to the TV screen that Stewart should be allowed to throw deep more often).

Most importantly, he occasionally acts like them—in other words, like an armchair quarterback taken hostage by his emotion. In the second round of the AFC playoffs last season, Cowher passed up the chance to kick an insurance field goal with Pittsburgh clinging to a 7-6 lead over New England and 3:29 left in the game. Instead, the coach had Stewart try a quarterback sneak on fourth-and-goal from the Patriots' one-yard-line. It failed, and the Three Rivers crowd endured some gut-wrenching moments before t he gun sounded.

"Doing it again, I'd kick the field goal," admits Cowher with a smile. "I screwed up. But our players understand we're going to take chances and play to win, not to avoid losing."

The conversation veers, and Cowher is asked to identify the biggest misconception about him. There's no hesitation. He says it's the belief that a coach with his energy level and challenges—being forced to continually find advantages in a depleted roster and discover ways to plug gaps—must absolutely *live* football. Cowher says he limits his hours at the stadium and emphasizes that he leads a normal life at home with Kaye and their three daughters, Meagan Lyn, Lauren Marie and Lindsay Morgan. There are plenty of kids' soccer games and family car trips. He's no Dick Vermeil rerunning tape of the same off-tackle play into the wee hours, then falling asleep in his office.

"I've coerced Bill into running with me," says Kaye, a former All-Star in the now-defunct Women's Professional Basketball League. "We run four miles a day, and I run a lot more distances than he does, so he's dying in mile two or three. Still, he has to sprint the last 50 yards so he can beat me. That's probably the only time I *ever* see that competitive nature and intensity outside of work."

Says the coach: "I express a lot of emotion, and if you're burned out, it's hard to do that. You have to have a fresh mind and a sense of balance in your life. I would never stay all night [at the stadium]. If I had to, I'd go home at 4 o'clock in the morning and get up at 6 to come back here."

Kaye Cowher rests easy knowing that her husband will always be home to kiss her goodnight. Of course, she probably won't be the only person he smooches that day.

Just the only one not wearing cleats. ■

OVERTIME

Check out Bill Cowher's Steelers on ABC's "Monday Night Football":

Oct. 26 @ Kansas City
Nov. 9 vs. Green Bay
Dec. 28 @ Jacksonville

TOM DIPACE

!N FACT

Cowher and the legendary Paul Brown are the only head coaches to make the playoffs in each of their first six seasons.

TERMINAL VELOCITY

You Think That Collision You Saw on the Tube Last Sunday Looked Wicked? Imagine If You Were the One Getting Hit > By Daniel Green, Jonathan Hock and Howard Unger

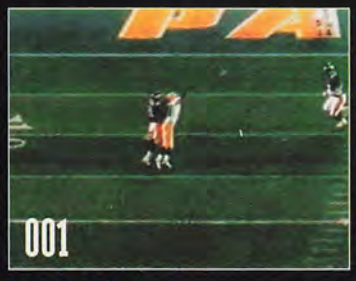
THE RESULT OF THE SUDDEN IMPACT OF TWO EXTRAORDINARILY conditioned football players running at top speed is easy to formulate: Mass times velocity smashing into each other equals trouble. Dr. Arthur Eisenkraft has a more scientific explanation, as he writes in his book *Active Physics*: "If you look at it in terms of momentum, mass times velocity, the change in the mass of momentum is equal to the force times the change of time. For instance, if we got into a fight and you punched me in the jaw and I just stood there, it would really hurt. If, say, I rolled with the punch, I'm increasing the time of impact, thereby lessening the blow."

Football, of course, has always been a contact sport, but now the players are quicker and stronger, a recipe for more vicious hits.

We've all seen them, but SPORT wondered what goes through the minds of the players involved in those hits. What do they remember? Exactly how do they feel afterward, both physically and mentally? We looked at film of some of the hardest hits of the past few seasons and spoke to some of the participants.

Dr. John Powell has been tracking NFL injuries on behalf of the league for nearly 20 years. Despite heightened fan awareness of big hits, thanks in large part to highlight shows on cable TV and all-sports networks, Powell's numbers indicate that the number of injuries "hasn't changed much over the years."

Here's an inside look at some of the more memorable NFL hits in recent seasons.



Case #1

That it was the last minute of a close Super Bowl made it even more dramatic and harrowing. Denver was ahead, 31-24, and Green Bay had the ball, third down, on the Broncos' 31-yard line.

"I saw Brett Favre drop back and throw a pass across the middle of the field," recalls Broncos free safety Steve Atwater. "I tried to hit the ball with my head so no one else could get it. Then, I guess, I collided with Randy."

That would be Broncos cornerback Randy Hilliard. And the reason Atwater has to "guess" is that both men were knocked unconscious when, running at full speed, their helmets collided. Atwater flopped to the ground, looking as if all the life had been sucked out of his body. Hilliard didn't look any better. It appeared to the 133 million-plus viewers that either one might have broken his neck. Neither made it back onto the field for the final play, an incomplete pass, though thankfully each was able to celebrate the win.

Brutal collisions like this one raise the question of why the basic design of the helmet has essentially gone unchanged in the last two decades. The NFL Players Association is trying to do something about it.

Asks an angry Jeff Lageman, the Jacksonville Jaguars' player representative: "I'm watching the Pocono 500 and I see a guy crash into the wall going 200 miles per hour and he doesn't get a concussion. Why can't we have the same type of protection?"

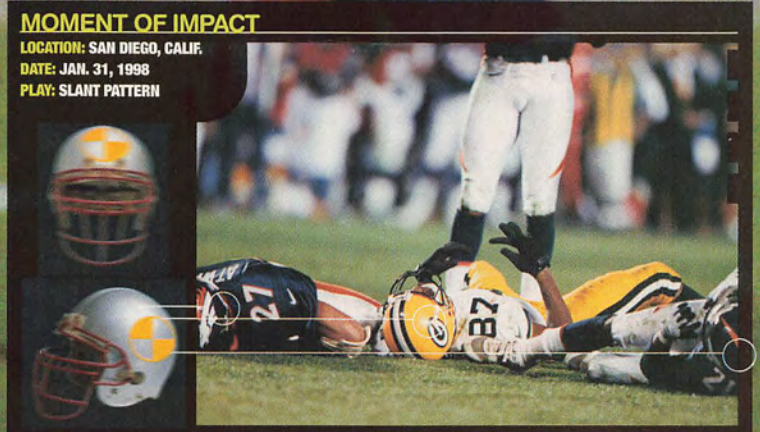
Last spring, the NFLPA voted to work with Bell Sports to explore improved helmet designs. ■

Case #1

Collision at Qualcomm (Defensive Backs vs. Wide Receiver)

MOMENT OF IMPACT

LOCATION: SAN DIEGO, CALIF.
DATE: JAN. 31, 1998
PLAY: SLANT PATTERN



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Case #2

Fryar Cooked (Linebacker vs. Wide Receiver)

There is something particularly unnerving about seeing a football player's helmet get knocked off as a result of a tackle. Maybe it reminds us of the work of a guillotine.

Last season, Eagles wide receiver Irving Fryar absorbed a particularly vicious hit from Giants linebacker Jessie Armstead that promptly de-hatted the bald Eagle. Fryar, a tough sort, held on to the ball, got right up and pointed his finger (in the right direction even) to indicate his team had gotten the first down.

For Armstead, seeing the green helmet fly through the air was a thrill. "I look to do something like that to get the team pumped up," he says.

Linebackers like Armstead have to rely on intimidation to keep receivers in check. "If you hit 'em hard enough," he says, "you can instill that fear in them. Otherwise, they'll use you all day across the middle. I don't care if he can take a hit; he doesn't want to take a hit like this."

Of course, the code of the NFL is that players don't like to let on that they've been hurt.

"You want to send a message to the defense that you can take their best shot and keep on kicking," Fryar says. "It's also a message to your teammates that you're going to keep the drive moving."

Says Cris Collinsworth, former Bengals receiver and current Fox ana-

MOMENT OF IMPACT
LOCATION: GIANTS STADIUM
DATE: AUG. 31, 1997
PLAY: SLANT PATTERN

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Case #3

Shutter the Thought (Players vs. Spectator)

Each season, the editors at NFL Films vote on what they consider "The Hit of the Year." In 1997, the award went to a hit involving a guy named Evans.

***Leomont* Evans, the Redskins' safety?**

lyst: "I just made sure I was the first one up, then flipped the guy the ball and said, 'Hey, really good hit, man, congratulations.' Then I'd get back in the huddle and I'd tell the quarterback, 'Don't even think about throwing it to me for a couple of plays. I gotta find my way back to the line of scrimmage.' "

That standard response to being hit—pretending as though it had no effect—is just as much a way to psyche one's own self up as to not give an opponent satisfaction, according to Dr. Robin Vealey, president of the Association for the Advancement of Applied Sport Psychology.

"The football player jumps up," explains Dr. Vealey, "to display strength and confidence, with the psychological message being, 'You cannot take away my strength or my will.'

"In my consulting with athletes, we work on maintaining a confident posture no matter what happens," Vealey says. "Although typically our inner attitudes project our outward appearances, it is also true that our outward behavior and appearance influence how we think about ourselves. Thus, the football player is not only sending a message to his opponent—that he is strong, confident and unhurt—he is also sending the same message to himself. Physical toughness and mental toughness are intricately related in this way."

But *pretending* you're OK and *being* OK are different things. While Fryar may have immediately jumped to his feet and pointed his finger, Armstead is quick to point out, "He went right to the sideline. Hey, you can shoot a guy and he can still walk. I look at other things. He did not get back to the huddle."

"I couldn't," explains Fryar. "My helmet was broken, the strap was torn. I had to get it repaired. Of course, I had to find it first." ■

MOMENT OF IMPACT

LOCATION: SAN FRANCISCO, CALIF.
DATE: JAN. 3, 1998
PLAY: SIDELINE SMASH

ACTION INSET: MICKEY FLEGER; CAR CRASH: CHUCK NACKE/WOODFIN CAMP/PNI

Nope. The voters gave the award to one of their own: Bill Evans, a 48-year-old NFL Films free-lance cameraman. In his nine years on the job, he has captured thousands of big hits in his viewfinder. Last season, during the Vikings-49ers playoff game, he caught one in the sternum.

49er J.J Stokes caught a pass and raced up the left side of the field as Viking Corey Fuller lined him up for a hit.

"Stokes caught the ball coming right at me," Evans remembers, "and I thought, 'This could be good.' Then they were starting to look real big through the lens, so I looked up at them. I knew it was too late. There was no escape."

Stokes and Fuller smashed into Evans. "The sound was like being in a car crash, when your car is hit by a bigger car. Then I just went black."

Mark Allen, another NFL Films freelancer watching from the other side of the field, had one thought: "He's dead." Actually, Evans suffered only a mild concussion and missed but two plays.

"I've skied all my life and have fallen on ice going really fast," Evans says, "but that was nothing like this. I can't imagine being a pro football player and getting hit like that all the time." ■

Case #4

Seeing More than Three Rivers (Quarterback vs. Defensive End)

There are two things every good NFL quarterback knows: agent Leigh Steinberg's cell phone number and that little good can come of a 255-pound defensive lineman sacking you.

Yet, in the first game of the 1995 season, when Steelers signal caller Mike Tomczak got leveled by Lions defensive end Tracy Scroggins, one good thing did come of it for the quarterback: "It got me in 'Jerry Maguire,' " Tomczak says with a laugh. "That hit's in the opening footage."

"It was nasty," Tomczak recalls of the play. "A play-action pass. I didn't see anyone open on the front side, so I scrambled. I guess I figured Fran Tarkenton did it so well .... "

The ensuing hit would have been fodder for Tarkenton's old TV show, "That's Incredible!"

Trying to avoid one would-be tackler, Tomczak spun around without seeing Scroggins, who landed a perfect, clean, blind-side shot, ramming his shoulder into Tomczak's chest.

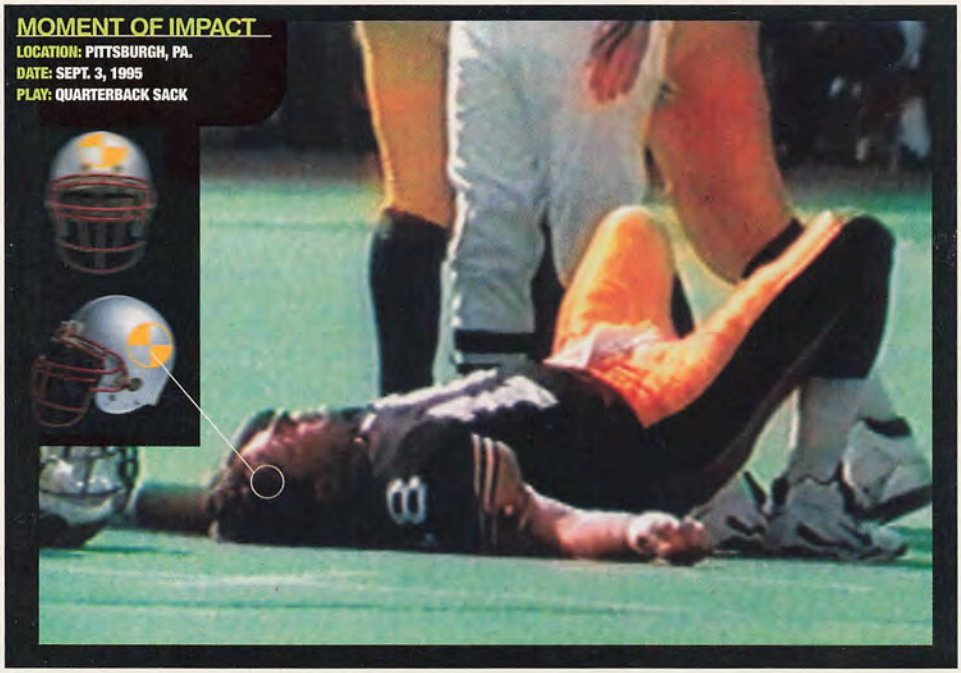
"I hit the turf and the air was knocked out of me," Tomczak remembers. "I was in another world. I didn't hear anything. The trainer asked me where I was and I said, 'Give me a minute.' Then I ran my tongue across my teeth. I don't wear a mouthpiece and I wanted to make sure my teeth were all there."

The hard artificial turf of Three Rivers Stadium didn't help matters. Two years ago, a poll of players rated Three Rivers one of the four worst fields in the league.

Tomczak, protected by his sturdy flak jacket, took some aspirin and only missed a few plays. Getting back in the game right away wasn't meant to convince the Lions they hadn't hurt him—it was his way of keeping his own team's confidence intact. "The offensive line takes pride in not getting the quarterback hurt. Plus, you want to be out there fighting alongside your teammates."

"That's the most wicked hit I've ever seen," teammate Darren Perry surmised after the 23-20 Pittsburgh win. "He could have stayed down. No one would have said a word after that hit. But he didn't. That's what a lot of players on this team like about him." ■

MOMENT OF IMPACT
LOCATION: PITTSBURGH, PA.
DATE: SEPT. 3, 1995
PLAY: QUARTERBACK SACK



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Case #5

The Buc Truck (Running Back vs. Safety)

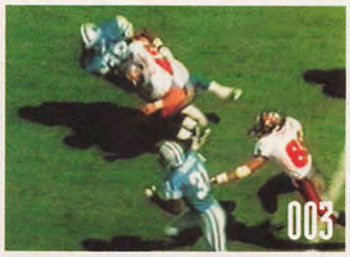
When you think great NFL hit, you tend to think of a defender creaming some lanky receiver or lead-footed quarterback, making those glory boys *earn* their big salaries and fancy endorsement deals. But sometimes, it's the offense that gets to do the hitting.

Tampa Bay's Mike Alstott, all 245 pounds of him, is one of the "Bunyan Backs"—running backs who, like Jerome Bettis and the legendary John Riggins, are big, strong and thick like Paul Bunyan—and a defensive back's worst nightmare.

In a Bucs-Lions game last year, Alstott took a hand-off and galloped about 15 yards until he came upon Lions safety Van Malone. Malone, 5-foot-11, 195 pounds, stood his ground and tried to tackle Alstott right in his tracks.

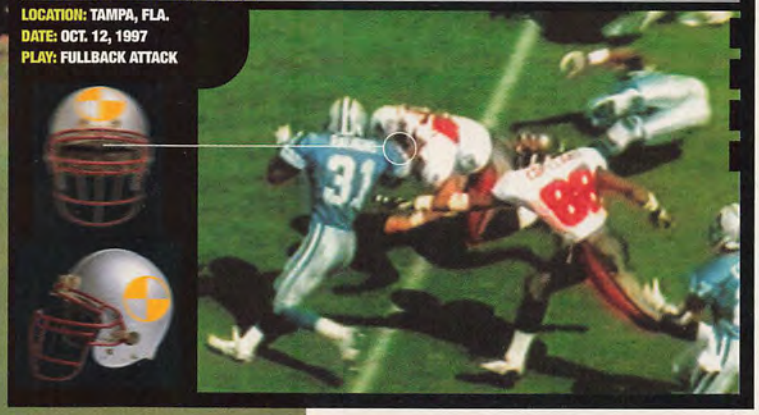
Now, there are two ways you can look at Malone's head-on method: From a coach's stand point, Van was a man. "Some defensive backs don't want to have anything to do with tackling a big guy like Mike straight on," says Tony Nathan, the Bucs' running backs coach. "They'll try to let you have a step and then jump on your back, make a token effort."

From a purely physical point of view, however—remember the mass times velocity lesson—the Lion *should* have been a little more cowardly. Alstott ran right over Malone, though the safety finally managed to trip him up. ■



MOMENT OF IMPACT

LOCATION: TAMPA, FLA.
DATE: OCT. 12, 1997
PLAY: FULLBACK ATTACK



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PHILIPS

Case #6

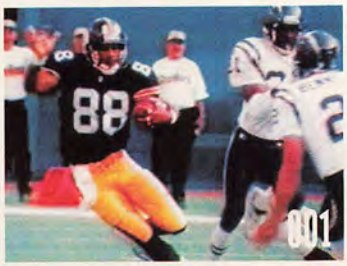
The Punter Was a Hunter (Kick Returner vs. Punter)

One of the hardest (and most surprising) hits of the recent past took place during the 1995 season, when San Diego punter Darren Bennett found himself between Pittsburgh returner Andre Hastings and a touchdown. Bennett is not your run-of-the-mill punter. He stands 6-foot-5, weighs 235 pounds and spent 12 years playing Australian Rules Football, a violent mix of rugby, soccer and guerrilla warfare. Hastings was jetting down the middle of the field when he got clotheslined by Bennett, the punter's first solo tackle in the NFL. Hastings went down hard on the turf, got up—and left the field more embarrassed than dazed.

"He probably should have put a move on and outrun me down the sidelines," Bennett says. "But I employed a few Aussie Rules tactics and surprised him. My teammates save me a lot when I make a less-than-stellar punt, so this was my chance to help them. I got quite a few high-fives on the sidelines."

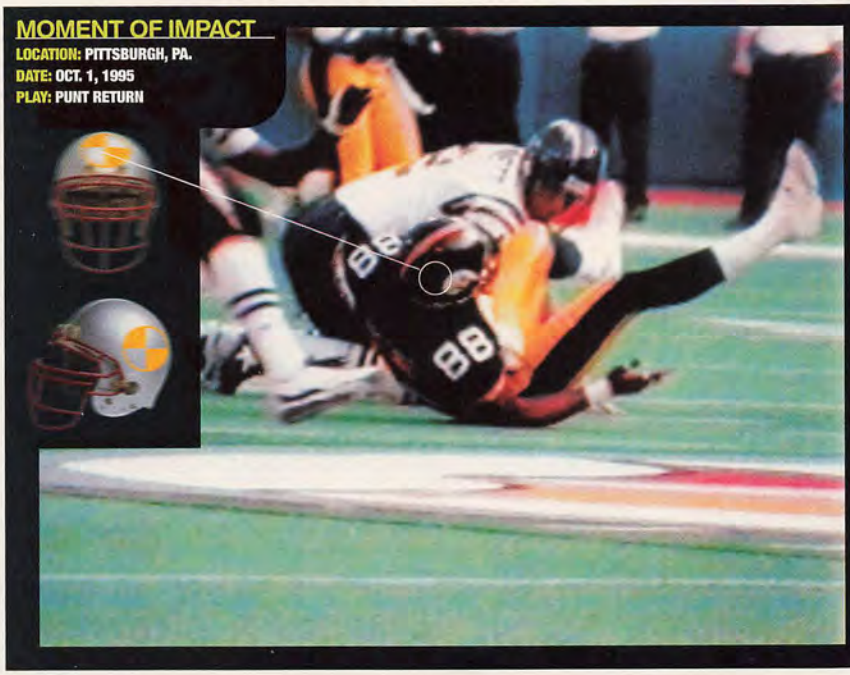
In the interest of keeping Bennett in the good graces of the mere mortals in the Phi Delta Punta fraternity, it's necessary to point out that Bennett's tackling prowess went down under the following week. Kansas City's Tamarick Vanover ran a kick back 86 yards for a touchdown, easily breaking the feckless grip the Aussie had on the returner's shoulders.

"In Aussie Rules," Bennett admits, "you're taught to tackle with your head behind your shoulders. In grid [American football], you get your helmet right in front. I don't consider myself a good tackler. It's not like Junior Seau and I go against each other in practice." ■



MOMENT OF IMPACT

LOCATION: PITTSBURGH, PA.
DATE: OCT. 1, 1995
PLAY: PUNT RETURN



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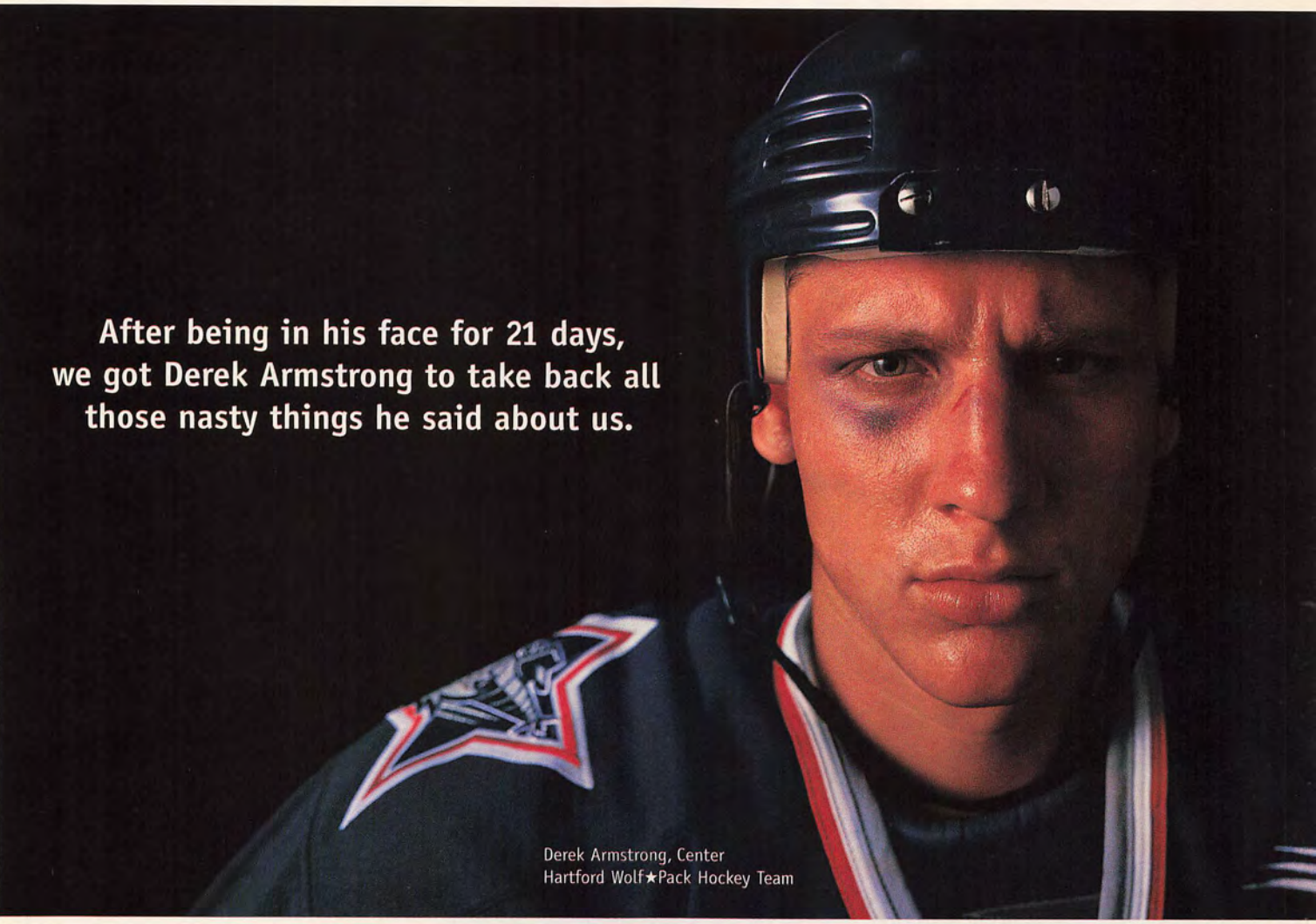
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King of the Hill

The Braves' Greg Maddux Talks Pitching, Pressure, the Postseason ... and Pitching Under Pressure in the Postseason > By Stephen Hanks

As a child, Greg Maddux was a huge fan of Sparky Anderson's Big Red Machine. He remembers watching those gritty, for-the-love-of-the-game Cincinnati Reds players like George Foster, Johnny Bench, Tony Perez and Pete Rose. In a small way, as much as any fan can be, he was a part of that historical group that won the World Series in 1975 and 1976. Two decades later, Maddux is a part of another historical group. The Atlanta Braves have been in four World Series in the '90s, winning their lone title in 1995. ¶ In his 12th big-league season, Maddux is frequently mentioned in the same breath as pitching immortals like Sandy Koufax and Cy Young, yet he remains one of the least recognizable superstars in all of sports. His numbers, however, are not only recognizable but eye-popping. In the past decade entering the 1998 season, the 32-year-old Las Vegas resident went 176-90, posted consecutive seasons in which his ERA was below 1.70, and won an unprecedented four straight Cy Young awards (1992-95). His accomplishments are even more remarkable when you consider he's all of 6 feet and 175 pounds and looks no more intimidating than Urkel. ¶ SPORT spent some time with Maddux, who headed into the postseason on the heels of yet another Cy Young-worthy year, and talked pitching with the undisputed authority on the subject.

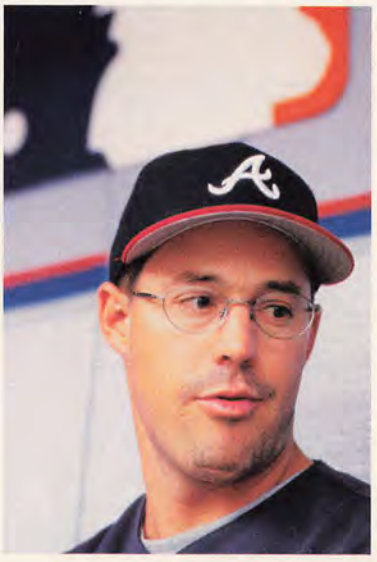
Sport: Pitching in the postseason must be old hat to you by now. How is pitching at this time of year different from the regular season?

Maddux: If you lose during the season, so what? You can go get 'em again in five days. But in the postseason it's do or die. If you don't win, you may not get a chance to pitch again. If you lose in the postseason, you're letting down 24 guys that you've been with every day for almost a year, not to mention all the fans and your family. But here's the irony: When you pitch in a playoff game, you're more excited, but psychologically you can't approach it differently than a regular-season game or you can really screw up.

Sport: The Braves have been to the NLCS six straight years yet have won only one World Series. Do you guys sit around and say, "Damn, we really have to go all the way this year"?

Maddux: Had we not won a Series at all, then yeah, there would be more pressure. But I don't think we see ourselves as losers or failures. We've come up short a few times, but there hasn't been an off-season yet when I felt bad about my team. This organization is in a position to win every year and that's gratifying. Granted, it's not enough. I want another ring. A lot of guys have won one, but not many have won two.

Sport: You could end up meeting the Yankees in the Series. Does having pitched against them in interleague play give you an edge in October?



The antithesis of, say, a Randy Johnson, Maddux mows 'em down despite a far-from-menacing demeanor.

THIS PAGE: RICH KANE/SPORTSCHROME (ALL); OPPOSITE: MICKEY PFLEGER; INSETS FROM TOP: RICH KANE/SPORTSCHROME; MICHAEL PONZINI

!N FACT Maddux's 176 wins in the decade from

Maddux delivered a Cy Young performance with the Cubs (*insets*) and has established himself as one of the all-time greats with the Braves, but he entered the '98 postseason in possession of only one World Series ring. Pressure? "Had we not won a Series at all, then yeah, there would be more pressure."

Maddux: No, I think the hitters definitely have the advantage if they face someone they saw during the season, even if it was three months before. The more pitches you see off a certain pitcher, the better your chances of hitting him.

Sport: The Yankees' Gene Michael, director of major-league scouting, recently said that if the Yanks had signed you before the '93 season, they might have won four titles by now. Have you ever said to yourself, "Gee, what if I'd signed with the Yankees?"

Maddux: Yeah, I say "what if." But I don't regret my decision. I realize now that I probably would have loved playing in New York. But I chose Atlanta and I'm glad I did. Where you are isn't necessarily all that important when you're doing something you love, and I love pitching. It's the best way in the world to make a living.

Sport: Let's talk pitching philosophy. Most big-league pitchers have movement on their fastballs within the strike zone. They know if they throw the ball down the middle it'll probably move to the inside or outside corner. But you seem to be able to start your fastball out of the strike zone and have it move back in, which seems to give most hitters fits.

Maddux: I don't think I'm doing anything different than what most pitchers try to do. The secret of pitching is to make your strikes look like balls and your balls look like strikes. You throw a curveball in the dirt because it starts out looking like a strike and you want guys to swing over it. It's as simple as that.

Sport: When kids start pitching in Little League, the mantra they hear is "keep the ball down." Is keeping the ball down more important than working the corners?

Maddux: Kids hear that because at that age it's easier to keep the ball down than it is to control the corners. But on this level, there are a lot of different ways to pitch. You can pitch with movement, you can pitch with sheer velocity. You can pitch in and out, up and down or back and forth.

Sport: Back and forth?

Maddux: Back and forth is throwing hard and soft. It means you have a good fastball and a good off-speed pitch, which could be a curve or changeup or slider. If you pitch back and forth effectively, you can get a hitter a little out in front or a little behind the ball. Then your in-and-out pitching doesn't have to be as fine. You have to understand what kind of pitcher you are and what you do best. Take John Smoltz, for example. He pitches very well back and forth. He's exceptional at putting something on and taking something off. Tommy Glavine is really good at pitching in and out. The best guy I ever saw pitch up and down was Dwight Gooden in his prime with that high fastball

1988 through 1997 was tops in the majors. He was followed by Roger Clemens (153), Tom Glavine (151) and David Cone (143).

and low curve. He didn't even have to pitch in and out.

Sport: Kerry Wood of the Cubs has brought the fastball back in vogue. Do you think the fastball is a lost art because so many guys are throwing split-fingers and changeups?

Maddux: I don't think fastball pitchers are dead. There are probably as many guys that throw hard now as 20 or 30 years ago. I think the difference is that there are just more guys pitching, period. There are more guys now like myself and Glavine that pitch with change of speeds and command of the fastball. Eighty-five miles per hour is hard enough. Damn, 80 is hard enough if you know how to change speeds. Throwing hard is not a requirement to get hitters out.

Sport: There seem to be more ejections and suspensions of pitchers for hitting batters than ever before, and hitters seem to be more sensitive about pitchers throwing inside. Is that taking away the inside pitch from the hurler's arsenal?

Maddux: I don't think so. If a pitcher busts a guy inside and hits him, that's part of the game. Hitters probably dive into the ball more than they did years ago because pitchers don't pitch inside as much as they used to. When you look for pitches away, it's a lot easier to get hit when a guy comes inside. That's the gamble you take as a hitter.

Sport: Do you think a five-game suspension like the Yankees' Mike Stanton got this year is too harsh a penalty for hitting a batter?

Maddux: The hard thing to know is what the pitcher was thinking when he hits a batter. If he's throwing at guys 'cause he's pissed off that someone hit a home run, then five days isn't enough—give 'em 20 days.

Sport: What if you gave up back-to-back dingers? Would it ever cross your mind to throw at the next guy's leg to back him off the plate or to send a message?

Maddux: No, I'd come inside to knock 'em down maybe, but I wouldn't actually think, "I'm gonna hit this guy." I've done it, but it was a long time ago. The hitter has as much right to hit a home run as I have to strike him out. You learn through experience that this game's not personal.

Sport: You've certainly gotten better with experience. A lot of the greatest pitchers were great right out of the chute, but you were 6-14 your first full year in '87. What triggered your turnaround?

Maddux: In my first year, I pitched fast OK, but I didn't know how to pitch slow. I didn't have very good breaking stuff. I had a good changeup in the minor leagues, but when I got to the majors I forgot how to throw it.

Sport: How can you forget that?

Maddux: I just forgot. Forgot how to grip it. Forgot what it feels like to throw it.

Sport: How does that happen?

The Windup ... and the Pitch

Does great regular-season pitching translate to World Series rings?

The Braves and Yankees, owners of the best pitching in their respective leagues this season, can only hope so, but recent evidence doesn't back it up. If either the Braves or Yankees win the World Series, it will mark the first time since the 1989 Oakland A's that a team with its league's best regular-season pitching won the World Series. Of the past five Series winners, only one, the '95 Braves, finished the regular season in the top five in its league in pitching.

SEASON	WS WINNER	LEAGUE PITCHING RANK*
1992	Toronto	13th
1993	Toronto	9th
1995	Atlanta	2nd
1996	N.Y. Yankees	9th
1997	Florida	6th

*Based on overall standings (28 teams in 1992, 30 thereafter), according to comparisons to regular-season league averages in ERA, runs allowed and opponents' batting average. 1994 not included due to players strike.

David Cone, Yankees

Tom Glavine, Braves

Maddux: For the same reason you make a three-foot putt on the second hole and miss the same one on the fifth hole. You just don't do it. Then you lose the feel for it, you lose confidence, you start to struggle, and that's what I went through. And you've got to be able to change speeds or you're dead.

Sport: Is there anything you can do better at this point?

Maddux: I'm learning stuff. I think my slider's better this year. And I've learned to throw my changeup better to right-handers.

Sport: But that's probably been your best pitch. How can you throw it any better?

Maddux: Well, I'm locating it better. Where before I threw two out of three good ones, now I throw three out of four. My consistency with the pitch is better.

Sport: Another magazine wrote a piece about you a few months ago and said you know hitters' weaknesses because you have a photographic memory. Is that the secret to your success?

Maddux: That photographic memory stuff is nonsense. It's not true. I mean, I throw a bunch of good games and it's not enough that I made good pitches. The press has to make it out to be more than that. When I read that stuff, I just have to laugh. There's so much weird stuff that's said and written about you that you get to a point where you kind of don't care anymore.

Sport: You'd have a hard time finding anything bad written about you.

Maddux: And I'm glad for that, I really am. But I get way too much credit for being a winning pitcher. I can't tell you how many people think I'm a scratch golfer because I might have had a good golf game five days ago. They think, "He can pitch, he must be a great golfer." I bet I've shot par maybe two times in my life out of a thousand rounds.

Sport: On the subject of golf, what is it about this love affair between baseball players and the links?

Maddux: I don't know about other guys, but for me it's my release from baseball. It's a great way to kill time off the field and in the off-season. I've been playing for 10 years and I like being around the people I play with.

Sport: We hear John Smoltz is the best golfer on the Braves. Is he better than you?

Maddux: Oh my God, John is way better than me. I can't even hold his jock as a golfer. Not even close. I shoot anywhere between 80 and 100. He shoots around 80 most of the time.

Sport: Speaking of numbers, do you have any numerical goals—like six Cy Youngs or 300 wins?

Maddux: I don't think about stuff like that because I'm afraid I might get complacent. Before the season started I thought about getting 200 wins because I was only 16 away. But once the season started I pretty much forgot about it. I want to pitch over 200 innings and I want my season ERA to be under my lifetime ERA. What starting pitcher wouldn't want to win 20 games every year and win another Cy Young? But I never think about a Cy Young until my last couple of starts and then I start saying to myself, "You got a chance for the Cy, don't screw up." But with this team, you're usually so focused on the postseason that if in September you gotta come out of a game early to save your arm, you do it.

Sport: If you weren't a major-league player right now, what would you be doing?

Maddux: Probably dealing blackjack or poker. I'd probably deal poker 'cause at least you can sit down dealing poker.

Sport: How about when you retire?

Maddux: [*Laughing*] When I quit, I don't think I'll be dealing black jack or poker. ■

OVERTIME

Maddux is the subject of three books, all aimed at kids: ***Greg Maddux,*** by Norman L. Macht and Jim Murray, published by Chelsea House, $15.85; ***Greg Maddux: Pitching Ace,*** by Ted Cox, published by Children's Press, $5.95; and ***On the Mound with Greg Maddux,*** by Matt Christopher, published by Little Brown & Co., $4.50.

FROM LEFT: DAVID SEELING/ALLSPORT; MATTHEW STOCKMAN/ALLSPORT

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Classic Tales

World Series Notes and Numbers to Prime You for the Postseason > By Tom Singer • Illustrations by Keith Seidel

AS IN MOST SPORTS, THE CURRENT MAJOR-LEAGUE BASEBALL SEASON IS MERELY A tune-up for the real journey, the journey to a championship. Since the inaugural World Series in 1903, baseball's crowning event has been a stage that has seen the great flounder and the second-rate flourish. It's that unpredictability that breeds excitement and builds suspense, diminishing only after the last out of the last game is made. As the 1998 baseball postseason unfolds in majestic form, SPORT pays homage to the players and teams of past World Series.

CHAMELEONSHIP TEAMS

(Regular-season wonders-turned-post-season bunglers)

1954 Cleveland Indians: Cleveland won 111 games, then dropped four straight to the New York Giants, who would've finished 14 games behind the Tribe.

1963 New York Yankees: The Bronx Bombers went 104-57, then were swept away by a Dodgers team that hit 41 percent fewer homers during the regular season.

1966 Los Angeles Dodgers: The Dodgers were swept by Baltimore, but it's how they lost that was noteworthy: They went scoreless in the final 33 innings. In the last three games of the Series, they had six errors and no runs.

1990 Oakland A's: The defending World Series champs were 12 games better than the Cincinnati Reds during the regular season. Yep. Four and out.

GEORGE STEINBRENNER
The Yanks' owner (*left*) duked it out with a couple of fans after losing Game 5 in 1981. (Scary to think how fightin' mad George might be if his current club stumbles.)

ROD CAREW
The Hall of Famer (*opposite page, top*) never played in a Series.

GENE TENACE
The A's catcher (*opposite, middle*) clouted five homers in all of the 1972 regular season before going deep four times in the '72 Series.

JOE MORGAN
Little Joe (*opposite, bottom*) provided Game 7 dramatics in '75 with a game-winner.

WORLD SERIES TITLES

Color-Coded: Red 10, White 2
In the Menagerie: Tiger 4, Cub 2, Marlin 1
For the Birds: Cardinal 9, Oriole 3, Blue Jay 2
By Occupation: Athletic 9, Pirate 5, Senator 1, Royal 1
In the Gene Pool: Yankee 23, Native American 5, Giant 5, Twin 2
By Abstract: Dodger 6, Metropolitan 2, Philly 1
By Leagues: AL 54, NL 39
By Cities: New York 30, St. Louis 9, Boston 6, Philadelphia 6, Cincinnati 5, Pittsburgh 5, Los Angeles 5, Chicago 4, Detroit 4, Oakland 4, Baltimore 3, Twin Cities 2, Toronto 2, Cleveland 2, Miami 1, Washington 1, Kansas City 1, Atlanta 1, Milwaukee 1

ANDY WARHOL AWARD WINNERS

(Fifteen minutes of fame—give or take a few minutes)

Sandy Amoros, who would play in a total of 517 big-league games, robs **Yogi Berra** with the 1955 catch that sets up Brooklyn's only World Series title after seven flops .... Yankee **Don Larsen** pulls a perfect game out of his hat in 1956—two years after he was 3-21 and four years before he'd finish 1-10 .... **Gene Tenace,** with five homers for all of the 1972 season, hits four of Oakland's five long balls and drives in nine of its 16 runs as the A's down the Reds for the first of their three straight World Series titles .... St. Louis' **Tom Lawless,** 2-for-25 for the entire 1987 season, yanks a three-run homer to beat the Twins in Game 4.

REALLY, I'M GOOD AT THIS

(When there aren't so many people watching)

Dave Winfield piled up 1,093 extra-base hits during a 22-year career but hit .136 with one extra-base hit (a double) in 44 at-bats in two World Series .... **Willie Mays,** considered by many to be baseball's greatest-ever all-around player, hit .239 in 20 World Series games with five RBI and three doubles, his only extra-base hits .... Though **Jose Canseco** did homer once in each of his three World Series appearances, he has an overall .156 average. In 1988, on the heels of his much-ballyhooed 40-40 season, he was 1-for-19 as the Dodgers ran over his A's .... Fellow Bash Brother **Mark McGwire** was even worse: .188 with two RBIs in 13 games .... The Brooklyn Dodgers' **Carl Erskine** was the **David Cone** of his day. He was 122-78 in the regular season but was a different kind of cone in October, licked in five World Series for 36 hits and 27 runs in 41⅔ innings .... **Dock Ellis** pitched two teams into the World Series (going 36-17 for the '71 Pirates and '76 Yankees), but folded under the pressure of the Fall Classic: two starts, two losses, 5⅔ innings, 11 hits, eight runs.

GREATEST SIDESHOWS ON EARTH

St. Louis' **Joaquin Andujar** is ejected from Game 7 in 1985, and it takes the

Busch Clydesdales to finally drag him off the field .... Defiant despite the torrential rains that flood Busch Stadium, Commissioner **Bowie Kuhn** refuses to shorten 1982's Game 6, even though the Cardinals hold a late 8-0 lead over Milwaukee. After 2:39 of rain delays, the Birds make the last out in a 13-1 win at 1:08 a.m. .... Hours after his Yankees lose Game 5 in 1981, **George Steinbrenner** slugs it out with two drunken fans in an elevator of the Los Angeles Wilshire Hyatt Hotel .... **George Brett's** battle with hemorrhoids is the running story (not to mention the running gag) of the 1980 Philadelphia-Kansas City Series.

FREE VIC WERTZ

For 44 years, the poor guy has served as **Willie Mays'** straight man. You know, **Wertz** is the one who hit the ball on which Mays made "The Catch" in the '54 Series between the Giants and Indians. Why don't we ever see any of Wertz's other at-bats in that Game 1? Triple, single, single, double. He hit .500 in that Classic. Say Hey, we didn't know that.

BEST GAME 7 MOMENTS

1. 1960: The Pirates' **Bill Mazeroski** offs the Yankees with what remains the only Game 7 Series-ending homer.
2. 1991: Gene Larkin's 10th-inning single beats Atlanta, 1-0, as the Twins outlast the Braves.
3. 1975: Joe Morgan's soft single delivers **Ken Griffey Sr.** from third as the Reds beat Boston, 4-3, to climax The Series.
4. 1997: Edgar Renteria delivers the 11th-inning single over Cleveland that sends the Marlins (on their way to Houston, Los Angeles, New York, etc.) into delirium.
5. 1962: With runners on second and third and two outs, **Willie McCovey** creams a **Ralph Terry** fastball—but right into **Bobby Richardson's** glove, preserving the Yankees' 1-0 win over the Giants.

QUOTEBOOK

"Even George's horses lose sometimes, but he doesn't go out and shoot 'em."
—1981, Bob Lemon, N.Y. Yankees manager, on losing the World Series

"I'm glad they aren't going to present the award to me posthumously."
—1981, L.A. Dodgers' Ron Cey, accepting his MVP Award three days after being beaned by Yankee Rich Gossage's best heat

FLAMEOUTS

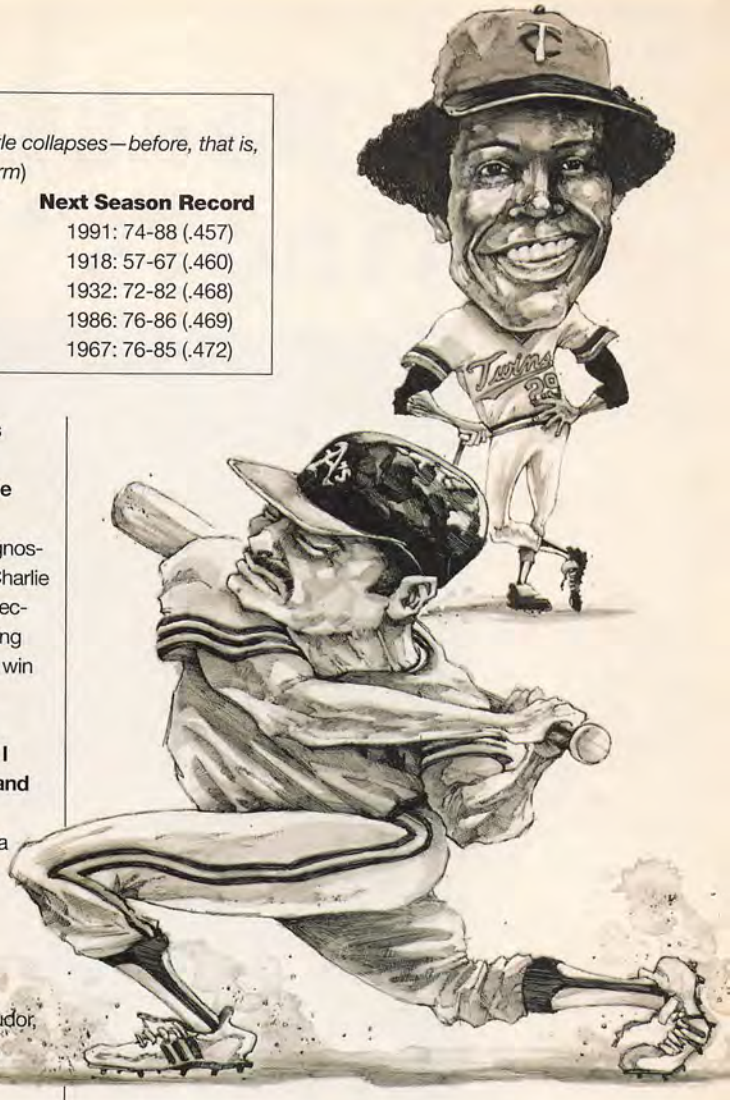
(The biggest post-World Series title collapses—before, that is, the Marlins turned it into an art form)

Team	Title Year	Next Season Record
1. Cincinnati Reds	1990	1991: 74-88 (.457)
2. Chicago White Sox	1917	1918: 57-67 (.460)
3. St. Louis Cardinals	1931	1932: 72-82 (.468)
4. Kansas City Royals	1985	1986: 76-86 (.469)
5. Baltimore Orioles	1966	1967: 76-85 (.472)

"He attempted to play but was physically unable ... because of a biceps groove trucosynovitis in the right shoulder."
—1973, Dr. Harry R. Walker, diagnosing Mike Andrews at the behest of Charlie O. Finley, who tried to "fire" the A's second baseman after his two 12th-inning errors had given the Mets a Game 2 win

"I watched the Vikings lose, I watched the North Stars lose and I even watched Hubert Humphrey and Walter Mondale lose."
—1987, Kent Hrbek, a Minnesota native, on helping make the Twins a winner

"What does it take to be a sportswriter? A driver's license?"
—1985, St. Louis Cards' John Tudor, displeased with a line of questioning



CLOSE ENCOUNTERS

(Hall of Famers who never appeared in a World Series and the closest they came)

Player	Years	Games	Closest Call
1. Ernie Banks	19	2,528	'70 Cubs: 2nd, 5 GB
2. Billy Williams	18	2,488	'75 A's: Lost ALCS
3. Nap Lajoie	19	2,480	'08 Indians: 2nd, ½ GB
4. Rod Carew	19	2,469	'82 Angels: 2-0 ALCS lead
5. W. Willie Keeler	19	2,123	'06 Yankees: 2nd, 1.5 GB
6. George Sisler	15	2,055	'22 Browns: 2nd, 1 GB
7. George Kell	15	1,795	'50 Tigers: 2nd, 3 GB
8. Ralph Kiner	10	1,472	'55 Indians: 2nd, 3 GB
Pitcher			
1. Phil Niekro	24	864	'69, '82 Braves: Lost NLCS
2. Gaylord Perry	22	777	'71 Giants, Lost NLCS
3. Fergy Jenkins	19	664	'77 Red Sox: 2nd, 2½ GB
4. Ted Lyons	21	594	'64 Phillies: 2nd, 1 GB
5. Jim Bunning	17	591	'40 White Sox: 4th, 8 GB

HOW MANY ZEROES IN GLORY?

(Once, it was for a big payday. Now the postseason is virtually pro bono work)

YEAR	AVG. SAL.	PER GAME	PS WINNER'S SHARE PER GAME	RAISE
1968	$27,325	$168.67	$1,562.38	926%
1976	53,500	330.25	3,766.67	1,140%
1980	149,700	924.07	3,153.92	341%
1986	431,521	2,663.71	6,764.06	254%
1992	1,029,545	6,355.22	9,580.18	151%
1997	1,324,503	8,175.94	11,779.22	144%

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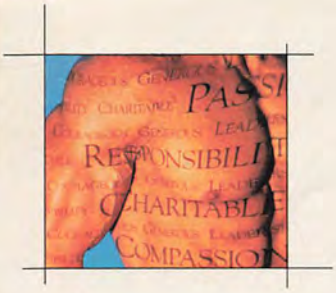
heroes

A Special Report on Selflessness in Sports

LOOK UP THE WORD "hero" in the dictionary and you'll find adjectives such as courageous, admirable, noble. But a hero's traits extend beyond those descriptions. A hero is compassionate, altruistic. Contrary to the public perception of most of today's sports stars, many indeed represent those ideals in a variety of ways, from simply donating an autographed jersey for a local auction, to spearheading change through multimillion-dollar donations for schools, hospitals or reading programs. In this special report, SPORT takes you inside some of the remarkable stories of altruism by today's stars, even some who are perceived as "bad boys." Our list is by no means complete; rather, we've presented a sampling of some of the different ways that athletes contribute to society.

Photo by David William Powell

MODELS: ANNEMARIE CAULFIELD, DARA TORRES, GENNARO FREY, JEFFREY SCRIEY; HAIR & MAKEUP: DEAN MIERMEISTER



FOREWORD

Examples of Excellence

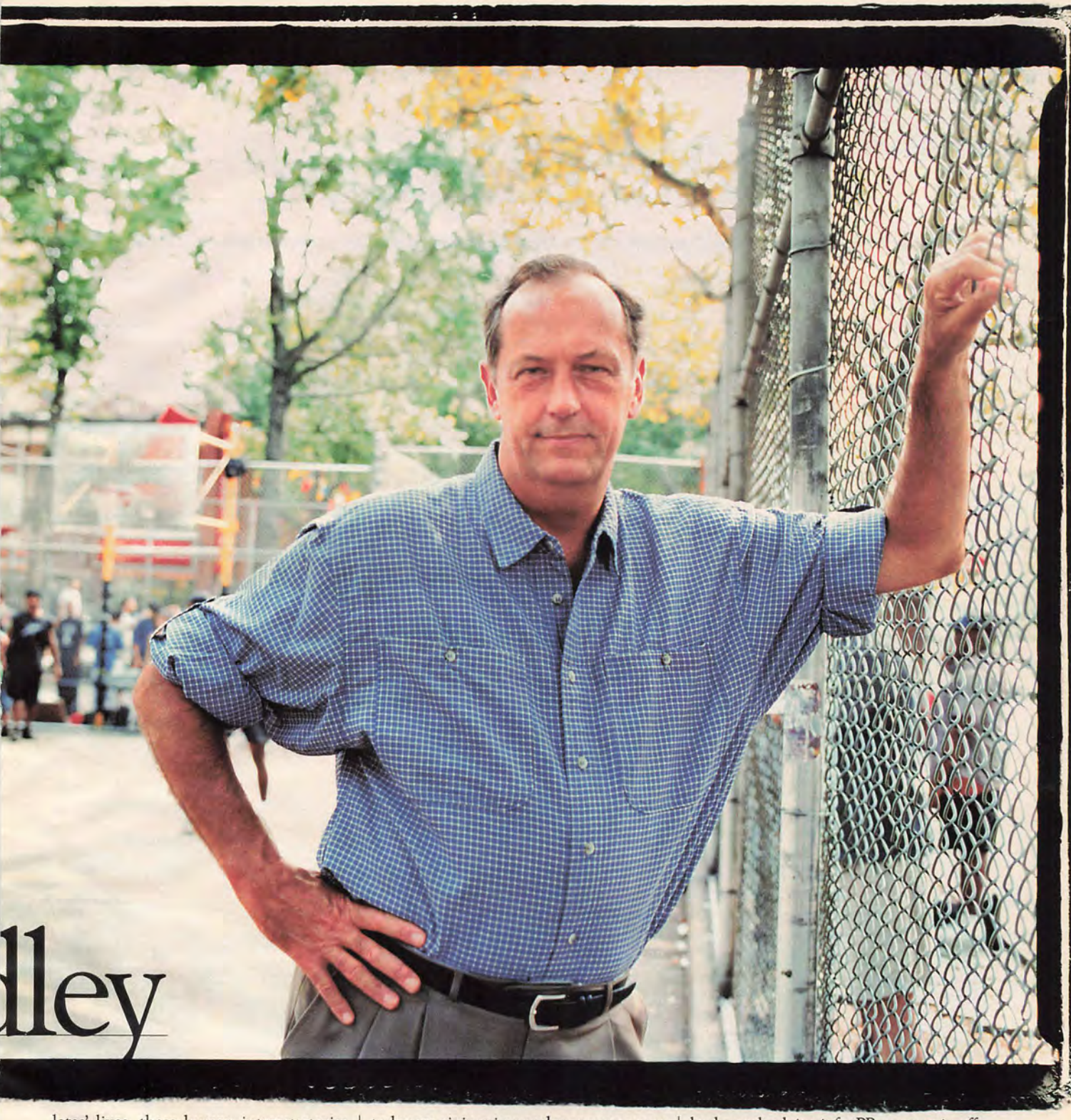
> By Bill Bradley • Photography by Steffen Thalemann

AS SOMEONE WHO HAS BEEN BOTH A PROFESSIONAL ATHLETE AND A UNITED STATES senator, I am often asked to comment on whether our society, especially the children in it, should regard sports figures as heroes and/or role models. It's a complex issue. The problem I have with attaching the term "role model" to someone is that it implies that we know every aspect of that person's life. But we never know an athlete's life the way we know our parents' lives. That is why I think the parent must be the primary role model for a child.

At the same time, children inevitably have what we call "heroes," although I don't think "hero" is the right word. I prefer the phrase "examples of excellence." Pro athletes certainly fit into that category. The athlete can give a child a sense of what excellence is about and show and tell him or her how such excellence is achieved. When you see Michael Jordan steal a ball and sink two shots in the last seconds of a championship game—and then cry after the victory—you recognize that he's a human being of deep admirable qualities. And you recognize that not because you know what he eats for breakfast or what movies he likes or what he does with his children. You know that because of what you saw of the character he demonstrated on the court under great pressure.

So in that sense, Michael Jordan and thousands of other athletes are role models. And the athlete who has the most thorough sense of excellence not only recognizes that he or she has a responsibility to play as well as possible, but also a responsibility to the wider community. When sports stars choose to give up a part of themselves for other people with no expectation of return, that says something profound about what motivates athletes beyond wins, losses and salaries. It shows that many athletes recognize that their skills are as much a gift as something they've worked to achieve, and therefore they're humble about those skills. Pro athletes are the mythological warriors of our time. When they combine their warrior-myth status with their market credibility and channel that power into helping other people, it makes a powerful positive statement.

And that's what this special "Heroes" package is all about. It's about the phenomenon of athletes "giving back." People need to read stories about athletes such as the ones in this special issue. While the prevailing coverage in the media is on the materialistic aspect of ath-



INSET: DAVID WILLIAM POWELL
GROOMING BY ROLAND BRUMMER/UTOPIA

letes' lives, these human interest stories provide us a more balanced look at today's professional athletes.

Pro athletes are not just the players assaulting their coaches. They're also the admirable people you'll read about here. They're athletes like Dikembe Mutombo, who dreams of making life better for the people of his African homeland. They're people like Andre Agassi, Troy Aikman and Cynthia Cooper, who work hard to improve the lives of those in need. They're the hundreds of pro athletes who today are giving time and money to scores of charitable and humanitarian causes. But then, athletes have always been involved in this kind of work. When I was playing for the New York Knicks in the 1960s and '70s, I would speak at schools and programs everywhere from Harlem to Scarsdale. One summer I worked at an urban street academy in Harlem. Another time, I worked for a poverty program in Washington, D.C.

It is true that in today's world of sports as big business, some athletes who give back may be doing it for PR or tax writeoffs, but does that really matter? Like the athletes SPORT profiles in this issue, the majority are doing it because they remember where they came from and recognize that they have a responsibility to help their fellow human beings.

I hope you find these stories as compelling as I do. Like millions of American sports fans, I have been reading SPORT since I was a kid, so it's been a great honor to participate in this special issue about some very special athletes.

Why They Give

The Hidden World of Athletes Who Give Back and the Lessons They, and We, Have Learned From It > By Scott Ostler

WARNING: The contents of this section may trigger a strange reaction. Taking too big a gulp of the milk-of-human-kindness might be like eating too much birthday cake. It might come as a shock to the system of sports fans who have grown accustomed to reading about greed, egomania, crime and selfishness. What you learn here may strain your credulity, and you know how painful that can be.

But maybe SPORT's readers are tough enough to handle a strong dose of positive-news reality, a perception realignment. Maybe they're hip to the fact that since bad news makes better news than good news, a lot of athletes are doing a lot of good things that we just haven't heard much about ... until now.

SO, THERE, YOU'VE BEEN WARNED. WE'RE going to pull on your heartstrings, have you reaching for the Kleenex and swallowing hard. We're not foolish enough to think we'll start a trend—who's going to buy 12 months of *Good Sports People Illustrated*? But that's not the point. We're just going to give you the goods. Make of it what you will.

It's a bold plan, putting a spotlight on a dirty little secret: Not all jocks are jerks. Even some of the jerks aren't always jerks.

Wilt Chamberlain made himself the ultimate anti-feminist pig by bragging about the 10,000 women he has "entertained." Well, it turns out that Wilt, in a way, really *is* one of God's gifts to women. When Chamberlain was growing up in Philly, his six sisters couldn't play sports because there were no girls' sports available. When he toured Russia with the Harlem Globetrotters in 1959, Wilt was amazed at the athletic programs for women, and he vowed to create opportunities like that in America.

And he has: founding, funding and coaching high-level amateur teams in volleyball, track and basketball, involving hundreds of women. Jackie Joyner-Kersee and Florence Griffith Joyner both ran under Chamberlain's Big Dipper banner. He is also a sponsor and organizer of the Suzuki Rock 'n' Roll Marathon in San Diego, which raised $20 million this year to fight leukemia.

We all remember when Andre Agassi was the bad boy of tennis—spitting on umpires, acting the fool. He cleaned up his act on the court, but that's not all he's doing (*see feature, page 74*).

Since this issue is leaking the secret that a lot of jocks are doing a lot of good, why not come out and say what most of us are thinking: Hey, it's the *least* they can do. We give our admiration and affection to singers, actors and other entertainers. But to athletes, we give more—we give our hearts and our passions, and that translates into a pretty good deal for them.

So, man, they *owe* us. And as many of them realize that, they grasp the centuries-old concept of noblesse oblige—the responsibility of those of high rank in society to behave charitably toward the less favored.

In the process of reaching out, many athletes make an amazing discovery: The giving comes right back to them. Sports stardom can be soul-sucking and dehumanizing, the player becoming a faceless stat under a hat, a name in a rotisserie league. And the dedication demanded of athletes can further distance them from the real world. By helping people, wading back into reality, players become rehumanized. They reconnect with the world.

"It keeps us from being one-dimensional," says San Francisco Giants pitcher Orel Hershiser.

SPORT may have stumbled onto an epidemic. For many athletes, charity work is a rapidly expanding element of the equation. It's a movement that's got legs. Run down any list of superstars, any team roster, and you find an amazing number of athletes giving back.

Hershiser's Giants might be the first

Contrary to the impression fans might get at times, not all jocks are jerks, evidenced by givers like (*from left*) Cal Ripken Jr., Frank Robinson, Andre Agassi and Deion Sanders.

big-league team actively doing good as a whole. Owner Peter Magowan, the leader of the group that bought the Giants in '93, called a team meeting to ask the players, coaches and managers if they'd all be willing to get involved with charities. Each player chooses a cause.

"We've had 100 percent participation," Magowan says.

When recently retired NHL star Pat LaFontaine was hospitalized for a knee operation in '93, he met a boy dying of cancer. They formed a close friendship, and LaFontaine quietly became a regular visitor at the children's ward. While making the rounds, LaFontaine met a 12-year-old girl named Angela, whose legs were amputated, and he visited Angela so often that one nurse assumed LaFontaine was the family priest. He bought two luxury suites at Sabres games exclusively for sick and dying kids.

LaFontaine and many athletes have discovered a simple truth: They have magical powers. If they reach out, people listen and respond to them as heroes and as people.

The United Way discovered this connection long ago and by humanizing the stars has created a marvelous monster. Since the United Way first partnered with the NFL 25 years ago, creating ads that showed football players involved in real charity work with real people, annual donations have soared from $800 million to $3.25 billion.

One reason the United Way has been so successful is its emphasis on personal involvement, an MO that might have been picked up from Babe Ruth. Ruth spent so much time in children's hospitals that when the miraculous recovery of a boy named Johnny was attributed to the Babe delivering on a promise to hit a homer for him, Ruth didn't even remember the particular lad. He'd made (and made good on) many such promises.

Speed-skating legend Bonnie Blair spends an average of one day per week doing grass-roots charity work. Different, but certainly as appreciated as Agassi, Kevin Johnson and Joe Dumars financing buildings for disadvantaged kids. David Robinson built a $5 million prep school on the wrong side of the tracks in San Antonio.

Athletes can be remarkable givers. When they take the intensity and competitive fire that drove them to the big leagues and channel it into good works, stand back, Jack.

SPORT didn't want to turn this into a competition, however. While a "Top Ten List of Big Givers" would make a bigger splash and be more palpable for our attention-impaired society, it would immediately violate the spirit being celebrated. Besides, there's no point in rating or classifying simple compassion. There's no logical way to measure a Brian Johnson.

Johnson, a journeyman catcher for the Giants, had a stormy upbringing in a rough part of Oakland, Calif. He didn't get much adult guidance and was drinking and in trouble by age 15. He finally got himself straight and graduated from Stanford University. Each off-season for the past three years, Johnson has volunteered at an inner-city public elementary and middle school in Chicago, his wife Sara's hometown, teaching academics and sharing his life experiences.

Three years ago when the baseball season ended, Brian walked into Galileo Scholastic Academy, introduced himself to the principal, and asked if he could do volunteer tutoring.

"You want to teach PE?"

"Absolutely not. I want to work in a classroom."

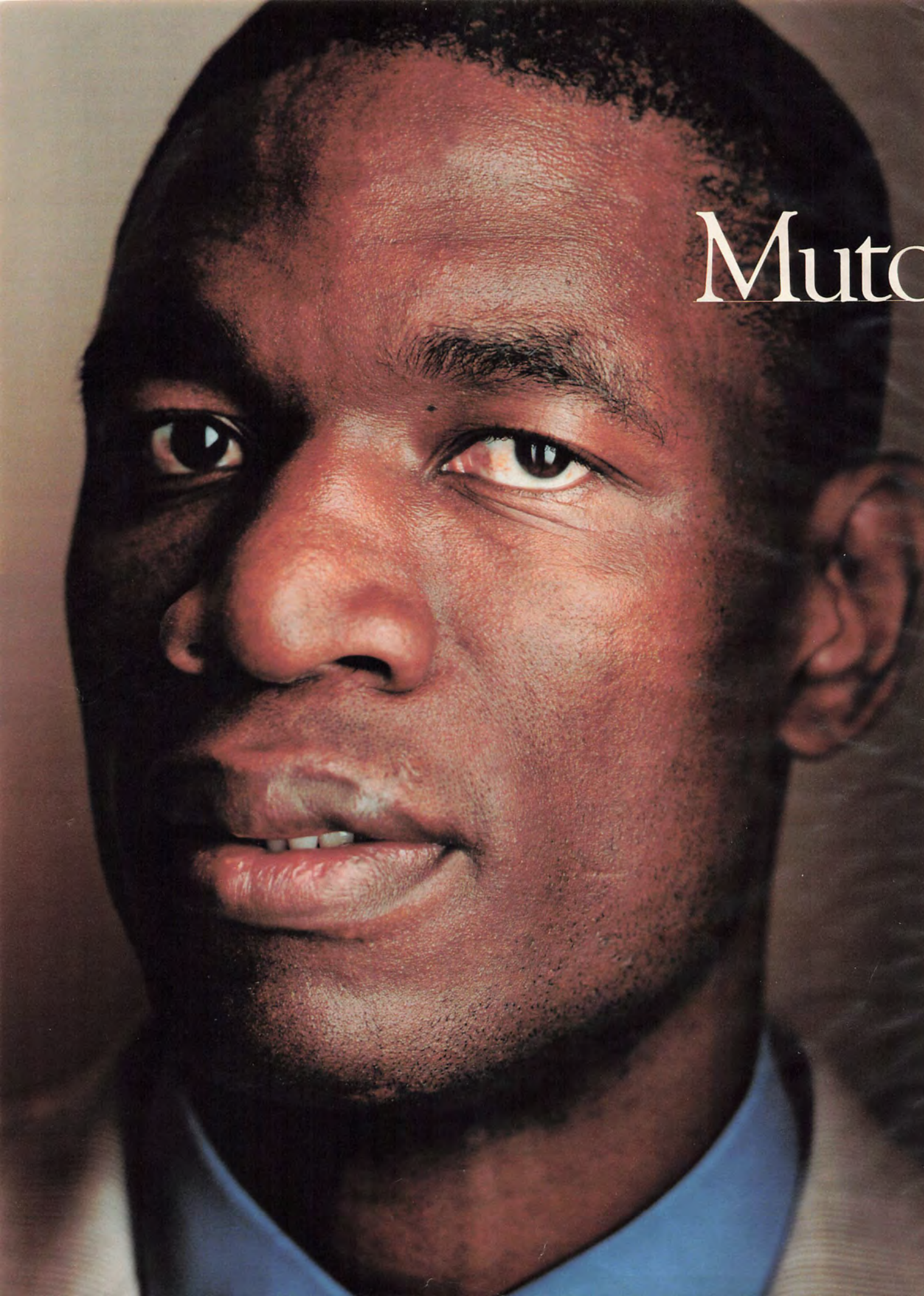
Johnson works five days a week, teaching academics and discussing life. Has he made an impact? Last winter, the students threw a surprise celebration for Johnson and dedicated the school library to him. Johnson cried.

"Oh my god," Brian says, "it was beautiful."

Not your typical sports story, and neither is what follows. Your perceptions may change. Don't say we didn't warn you. ■

Many athletes discover that "giving back" to the community serves as a healthy counter to the dehumanizing effect of sports stardom.

OPPOSITE PAGE: TOP INSET: DAVID WILLIAM POWELL; DOUG KAPUSTIN/BALTIMORE SUN; JOHN GILLOLY/PEI; MIKE DEHOOG/TDP; WESTENBERGER/GAMMA LIAISON. THIS PAGE, CLOCKWISE FROM LEFT: COURTESY OF VITA PRODUCTIONS; ROB TRINGALI JR./SPORTSCHROME (2); BONGARTS/ SPORTSCHROME; STEPHEN DUNN/ALLSPORT; ART SEITZ/GAMMA LIAISON; RICH KANE/SPORTSCHROME; ANDY LYONS/ALLSPORT; COURTESY OF CHILDREN'S MIRACLE NETWORK; KENNETH JARECK/CONTACT PRESS IMAGES; YOUNG: COURTESY OF CHILDREN'S MIRACLE NETWORK


Muto

Wings of a Dove

Noted Philanthropist Dikembe Mutombo Has Made Millions in the NBA. Now He Wants to Spread the Wealth and Extend a Helping Hand in His Native Africa > By Harvey Araton • Photo by Martin Schoeller

IT WAS A CHANCE MEETING SOME FIVE YEARS AGO IN A FIRST-CLASS CABIN SOMEwhere high above the Atlantic. The president of Africare, a Washington, D.C.-based humanitarian group, was sitting beside the commissioner of a sport that boasts some of America's wealthiest African-American men. "So tell me," C. Payne Lucas said to David Stern, "what do these rich basketball players do when they're not playing basketball?"

A smile flashed across Stern's face. He thought about the NBA star who was with him on board, heading to Nelson Mandela's South Africa on a groundbreaking goodwill tour. "Now that you mention it," Stern said, "let me tell you about a guy named Dikembe Mutombo .... "

Five years later, Lucas was delivering the keynote address at a charity dinner to celebrate a foundation run by the very man Stern had told him about. Standing in front of a group of 500 people in the grand ballroom of the Marriott Hotel in Washington, D.C., Lucas had difficulty pronouncing the basketball player's name, repeatedly referring to his host as "Mutembe."

The verbal faux pas provided a few mirthful moments during an otherwise serious oration. Lucas, aware that the NBA was heading into a summer when owners and players would battle over the disbursement of billions of dollars a year, then said: "I don't care how many NBA millions you have or championships you win. At the end of the day, you have to do something for the world, on the streets of Washington or the streets of Africa. You have to stand for something."

Then Lucas talked about a man he felt stood for something, calling Mutombo "a 7-foot gem with courage, conviction and a dream."

The Atlanta Hawks pivotman bent his 7-foot-2 frame to the microphone. Before speaking, he seemed to make direct eye contact with each of his guests, as if he were challenging them to join him on his pedestal. Then, in his deep and measured intonation, he said, "In Central Africa, there is an old proverb: 'When you take the elevator up to reach the top, please don't forget to send the elevator down.' "

During Mutombo's brief, quixotic sermon, he announced that he was donating $2 million to his favorite charity, the foundation that bears his name. Mutombo's dream is to raise $44 million to build a general hospital in his hometown of Kinshasa (located in the Democratic Republic of Congo, formerly known as Zaire), where there is a sobering history of disease, deprivation and death. His $2 million contribution was the first installment on realizing that dream. "This is my way," he said, pausing for dramatic effect, "of sending the elevator down."

Soon the businessmen in pinstriped suits and politicos in dashikis and tunics were standing, applauding, pledging to embrace Mutombo's dream. The elevator had officially been sent down. The NBA's three-time Defensive Player of the Year may occasionally wag a cautionary finger in the face of an opponent, but now he was extending a helping hand as far as humanly possible.

"No easy mission," Mutombo had said before the charity event, which took place one day after his 32nd birthday. "So I must carry my message wherever I go. There are things you must do when you have the opportunity, and becoming a famous athlete in this country gives me the chance to do them."

A couple of weeks later, during his so-called vacation from the pro basketball wars, Mutombo was back in his native land inspecting potential building sites for the hospital. In this distressed, war-torn country, the man who preys on shooters like a hawk but who crusades like a dove intends to improve a calamitous public health situation. Kinshasa is beset by poor sanitary conditions, inadequately trained personnel, the lack of medical supplies and shoddy immunization programs. The result: One in five children dies before the age of 5.

"My greatest hope is to make a difference," Mutombo says. "By building a hospital, maybe we can create something that can last forever."

That would be the ultimate triumph for a man whose childhood ambition was to heal

SABA; INSET: DAVID WILLIAM POWELL

ombo

his sick countrymen. Dikembe Mutombo Mplondo Mukamba Jean Jacque Wamutombo—that's his full name and how he often introduces himself back home in Africa—came to the United States in 1987, not to play basketball but to prepare for medical school. Naturally, a man his size did not go unnoticed on the Georgetown campus by John Thompson, the school's legendary basketball coach. Thompson's prodding of Mutombo to play basketball precipitated a change in Mutombo's life (not to mention on an incalculable number of opposition shots). This son of a school superintendent would eventually mine the riches of a brave new sports world underwritten by television and shoe companies. Mutombo's current deal, worth $56 million over five years, affords him luxuries most of his countrymen cannot even fathom. So Dikembe Mutombo has taken it upon himself to dream for them.

"He is going to build the hospital, I have no doubts," says Dr. Louis Kanda, a cardiovascular surgeon in the nation's capital. Kanda also happens to be the uncle Mutombo had never met until one day in 1987 when Thompson called the doctor. "I have a young man here who wants to say hello," Thompson said. Kanda had left the Congo before Mutombo was born to study at UCLA and later at the George Washington University Medical School. His nephew had been told of the relative who had gone off to America to become a wealthy success. What Mutombo found was a man who several times a year performs volunteer surgery in countries with sub-standard medical facilities.

Following the example of his uncle, Mutombo has compiled his own body of humanitarian work on which most politicians would stake an election. In fact, in the halls of the 105th Congress on June 25, the day before his foundation's dinner, Louis Stokes (D-Ohio) claimed both the floor and Newt Gingrich's ear. "Mr. Speaker," he began, "I rise today to bring attention to a very worthy cause .... "

Stokes then rattled off some of the causes Mutombo has taken under his long wings: spokesman for CARE, the international relief organization; active volunteer with STARTS (Schools Taking Action to Reach Troubled Students); provider of new buses and roads in Kinshasa; benefactor for his country's women's Olympic basketball team to the 1996 Atlanta Games; goodwill ambassador.

To hear Louis Kanda tell it, this kind of humanitarian work was his nephew's destiny. "We were all definitely raised in a stable family environment, but we were not rich by any stretch of the imagination," Kanda says. "At most, maybe we were middle class. But education was always stressed, and we were all encouraged to give back. Dikembe is the way he is because he was taught this by his family. I think it is cultural, in a sense. A tradition."

For Mutombo's ancestors of the Luba tribe, "charity begins at home" was never just a homily but a reality. "It's not the law but like a custom for the one in the family who has been lifted up the most financially to help the children of the others," says Rose Mutombo. She is the woman to whom Dikembe proposed marriage the day after meeting her at the American Embassy in Kinshasa. Almost immediately after they married in 1996, the 23-year-old bride found herself the mother of four children; her husband had adopted two nephews and two nieces between the ages of 4 and 10, the children of a sister and two deceased brothers. Last year, the Mutombos had their own daughter, Carrie.

"It is not easy, especially with Dikembe

NATHANIEL S. BUTLER/CARE

traveling," Rose says. She took nursing courses at a college near their suburban Atlanta home, juggled schedules with the nanny and complained of nothing. "I feel that I am the one with more responsibility with the children, but I support him in this," she says. "This is the right thing to do."

How must they feel when they hear of the scores of children fathered by NBA players out of wedlock who eventually wind up out of sight and out of mind? For the record, Mutombo says he must not judge, only do, and if he can somehow build that hospital, then he knows he will "die a happy man because all the children can be taken care of."

Hopefully, Mutombo says, this will occur before too many more perish from what would be, in a hospital setting, considered curable diseases. "The new government provides new opportunity," he observes. Realistically, this is more of a hope. In May 1997, the three-decades-old regime of President Mobutu Sese Seko fell to the Tutsi rebel troops of Laurent Kabila, but not before a bloody conflict between the Tutsis and the Hutus. When Mobutu left the country, his estimated worth was the $5 billion he had allegedly appropriated from the country's national funds. Mutombo says that the new government wants to unify the country under democratic ideals and encourage foreign investment. And it has indicated a willingness to provide the land for Mutombo to build his hospital.

Mutombo's desire to improve conditions in his native Africa has earned him worldwide recognition and praise.

Western governments may be waiting for Kabila to keep his word, but as Mutombo says, "People need help now. We need to get American corporations to invest in Africa." After Mutombo announced his $2 million donation at the dinner, Edith Sempala, the ambassador from Uganda, said she wished her country had such a powerful advocate to lobby the American corporate base. She also recognized that successful investment in one African country could result in investment in others.

"In that sense," Sempala says, "Dikembe Mutombo is the son of all of Africa."

And he is doing everything he can to send the elevator down. ■

OVERTIME

To help Mutombo realize his dream, contact the **Dikembe Mutombo Foundation Inc.,** 1099 Northchase Parkway, Suite 200, Marietta, Ga., 30067. Phone: 770.989.9745.

COMMUNITY CAUSES

(Athletes who, like Mutombo, help foster growth and hope)

Martina Hingis,
Tennis
Donated $80,000 to the World Health Organization after seeing impoverished conditions in Indonesia during the Fed Cup tournament in 1996. Recently visited Nepal to see if her donations were helping inoculate children in the fight against polio. "You have a lot of motivation to practice tennis once you've seen others less fortunate than you are," she says.

Sammy Sosa,
Chicago Cubs
Helped build a $1.2 million commercial building in the Dominican Republic to spur business investment in his hometown of San Pedro de Macoris. Recently launched Sammy Claus, a program that takes him around the world distributing gifts to underprivileged children.

Michael Chang,
Tennis
His Tennis Stars of the Future program in Hong Kong introduces more than 3,000 of Hong Kong's poorest children to tennis, providing equipment, training and coaching for young players.

Sterling Marlin,
NASCAR
His Charity Benefit Program has raised nearly $500,000 for the disadvantaged in his home state of Tennessee.

Goran Ivanisevic,
Tennis
In late 1995, he established the Help Children in Need Foundation in his native Croatia. "It's important," he says, "that kids get taken care of because after the war they really needed the help."

Alexei Yashin,
Ottawa Senators
He donated $1 million to Ottawa's National Arts Center, the largest single gift to the NAC in its history.

Leanne Barrette,
Bowling
The 1990 and '91 PWBA Player of the Year organized "From Our Hearts: A Benefit Bowling Pro-Am," which raised $41,000 for the survivors of the Oklahoma City bombing in 1995.

FROM TOP: COURTESY OF CARE; CHRIS KLEPONIS

Aga

Andre's Giant Heart

"Bad Boy" Andre Agassi is, at Worst, an Angel With an Attitude > By Robin Finn • Photo by Martin Schoeller

ANDRE AGASSI HAS WORKED UP A SWEAT AND IS NOW ABOUT TO GET WORKED UP. He's hitting practice shots in preparation for the start of a midsummer tennis tournament, and after one particularly bad shot, he shouts an expletive and slams his racket to the scorching court surface. He then hurls the corpse of the murdered racket over the fence, where it's scooped up by an adolescent boy from the on-looking army of Agassi fans. As a somber Agassi leaves the court and heads to the parking lot, the boy elbows a parcel of younger autograph-seekers out of the way and begins to badger the player to sign the cast-off racket. When Agassi doesn't comply, the kid persists: "Come on, Andre, it's worth more if it's signed." Big mistake.

Agassi pauses for a moment. The boy takes this as an invitation to thrust the racket and a pen at him. Agassi takes both, hands the pen back to the kid, tucks the broken racket into his bag and walks away.

"After all, it was still mine," Agassi says as he slips behind the wheel of his tournament-issued car. "The bottom line is, the kid didn't deserve it."

While this might sound like the makings of another of those "bad boy Andre Agassi" stories, it's not. There's another side to the Las Vegas native, a good side. When a child needs something more pressing than a splintered racket, Agassi's right there, and not just with autographs. Thousands of underprivileged children from the less glitzy side of Las Vegas have found just how generous a famous athlete can be when he dedicates himself to making a difference in their world.

Agassi built a 20,000-square-foot Boys & Girls Club, which offers a library, a computer room, and basketball and tennis courts. He's created an eight-classroom school to serve the temporarily displaced children housed at Child Haven. He's put clothes on the backs of 3,000 kids each year for the past four.

"You can spend your efforts trying to change things, but I want to change people," says Agassi, 28. "It's inspiring to me just how strong these kids are, how much it takes before their spirits are broken. At 9 or 10, they may have nothing, but they can still have hope."

Besides investing $7 million in the at-risk youth of Las Vegas, the Andre Agassi Charitable Foundation has built a $6 million endowment fund. Add that to the $2 to $3 million Agassi nets each fall with the Grand Slam for Children benefit gala at the MGM Grand Garden, and the foundation seems well on its way to reaching Agassi's goal of raising $10 million, the magic number Agassi says will make the foundation self-sustaining.

Still wondering just how much Agassi cares? Because of a schedule conflict with this year's benefit, Agassi opted out of the semifinal round of the Davis Cup.

"I wish I had started this earlier," he says. "But then again, when you really decide to step up to the plate and do something like this, you've got to be ready to pay the price."

For his annual benefit, Agassi uses his celebrity clout to enlist the services of entertainers—Elton John (a regular from the gala's fledgling seasons), Stevie Nicks, Lionel Richie, Robin Williams, Dennis Miller, Luther Vandross. The event has become a time-consuming second career for the tennis star.

"It's like doing the Oscars bash—you want to top yourself every year," Agassi says of the gala, which attracts a crowd of 12,000. "What's good is that people have come to expect a lot from this event, but putting it all together is rough, and every year we're sweating it out right until the end."

In 1994, after sweating out his second grand slam title at the U.S. Open, Agassi made good on a promise he'd made to himself more than a decade earlier when at 13 he'd been shipped off to tennis boot camp at Nick Bollettieri's Florida facility. At the time, he suffered from separation anxiety and was filled with resentment that his father's dream of having a superstar son seemed to supersede all else. Agassi decided that if he ever did become successful, he'd give something back to kids who, for

SABA; INSET: DAVID WILLIAM POWELL

Unique to Agassi's Boys & Girls Club is that Agassi pays all administrative and operating costs himself, so if someone donates a dollar, the entire dollar goes to the people who need it.

different reasons than his, were in danger of having childhood pass them by.

"Moving away from home rocked my entire existence," Agassi recalls. "And I guess I felt some sort of sensitivity toward children who live away from their parents or don't have a real home. I knew I wanted to give something back. It was just a question of how and when. The moment came four years ago after I won the U.S. Open. I realized I had no financial concerns for myself, and I felt I could utilize my popularity on the charitable front."

After looking into possible recipients for his funds, Agassi, ever the maverick, decided that the best way to be charitable was to start his own foundation.

"You can take $500,000 of your money and spread it around through various charities across the country that may appeal to you," says Agassi, who pays for all of the foundation's administrative and operating costs himself. "But there's a question of whether enough of it gets there to make a difference. I'd done a lot of charity exhibitions and seen the money raised go to administrative costs and expenses and whatever. So you'd be raising $100,000, but only $20,000 would actually make it to the beneficiaries. I felt that if I did the whole thing myself, I could change that."

"If you give a dollar to this foundation," says Julie Walther, executive director, "the entire dollar goes to the people who need it."

Agassi targeted the Boys & Girls Club in Las Vegas' tawdry West Side as being the neediest. The club was meant to serve the impoverished youth of the area, but when Agassi first visited, he was appalled by what he saw.

"There was this 2,500-square-foot building with cinder block walls, boarded-up windows, one pool table and a bunch of balls on the floor," he says. "I mean, I saw no sense of self-respect in the place or the neighborhood, nothing to be thankful for. What they had there wasn't anything."

Agassi donated $1.28 million out of his own pocket to build a new club, and four years after making his initial gift, he continues to pour time, money and innovation into the Andre

Agassi Boys & Girls Club. It received its official charter this year from General Colin Powell, becoming the 2,000th such club in the U.S. "We can either build our children or we can build more jails," says Powell. "The Andre Agassi Club is certainly a step in the right direction."

One alumnus, 17-year-old Tyesha Sykes, says the facility made the difference in her choosing to enter college rather than getting sucked in by the nasty elements on the streets of the project where she grew up. Agassi, she says, "has given youth like me a better chance to be a positive person and have some self-esteem."

At the same time, it's given Agassi a unique reward.

"Andre isn't driven by the things that drive most people," says Perry Rogers, Agassi's manager, foundation president, best friend and fellow Las Vegan. "He had so much pressure put on him at a young age to be a success that he started asking questions pretty early about what it all really meant. These days he views success as a function of being able to make a difference back home, and tennis is his conduit."

Agassi's wife, actress Brooke Shields, says the foundation and her husband are a perfect match: "I've never seen him prouder than when he's working on the foundation," she says. "He's committed, generous and compassionate."

How long will the marriage between Agassi and the at-risk children of Las Vegas last? "Probably forever," says Agassi. "Or as long as the need is there, which in some form probably always will be." He pauses before adding, "After all, I'm 28 and sometimes I still feel like I'm at risk." ■

OVERTIME

You, too, can help underprivileged kids in Las Vegas. Contact the **Andre Agassi Foundation**, 2300 W. Sahara Drive, Suite 1150. Las Vegas, Nev., 89102. **Phone: 702.227.5700.**

KIDS' CAUSES

(Others who, like Agassi, have donated time and/or money to benefit children)

Mark McGwire,
St. Louis Cardinals
The slugger's philanthropic work is almost as publicized as his home run prowess. The Mark McGwire Foundation for Children provides assistance for abused children, to which he donates $1 million per year. "I'd rather be associated with something I'm doing for my foundation than as a baseball player," he says. "I can't drive by a school without thinking of the percentage of children being abused. It boggles my mind."

Steve Young,
San Francisco 49ers
Young's Forever Young Foundation assists groups that protect children from child abuse and raises money for Operation Smile, which sends doctors to Southeast Asia to perform relatively simple operations such as fixing clubfoot or cleft palates.

Tom Glavine,
Atlanta Braves
Glavine committed to raising $1 million by the year 2000 for the Georgia Council on Child Abuse. His Field of Dreams golf tournament this year raised $200,000.

Adam Graves,
New York Rangers
The son of parents who raised more than 40 foster kids, Graves remembers the sight of kids crying at night because they missed their parents. That memory inspired him to get involved with Family Dynamics, a child abuse prevention program that stresses family preservation. Graves, *USA Today*'s Most Caring Athlete of 1995, spends countless hours at the group's nursery in Brooklyn.

Dain Blanton,
Pro Beach Volleyball
The only black player on the tour, Blanton stages "Dain's Day at the Beach," where he invites 100 inner-city kids to the beach and introduces them to the sport through clinics.

Chris Dudley,
New York Knicks
Dudley won the NBA's 1996-97 J. Walter Kennedy Citizenship Award for his charitable efforts. In 1995, he adopted an "I Have a Dream" class in Portland, Ore., and with $300,000 of his own and $600,000 from others, promised 76 fourth-graders that if they made it through high school, he would fund their higher education.

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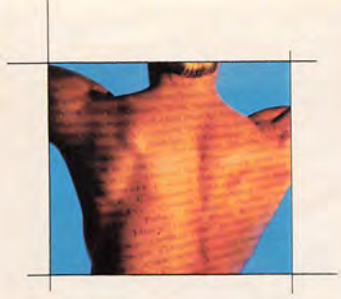

heroes

TIME, EINSTEIN DECREED, IS RELATIVE. A LIFETIME FLASHES BY IN A MOMENT. A FIRST KISS lasts forever. Adults, especially race car drivers, see time as their mortal enemy. Children never do.

Until something tries to kill them.

Fourteen-year-old Marco Daniele's perception of time began to change just before Christmas in 1996. A tiny pimple, the bane of every teen-ager's existence, appeared just inside his left nostril. Within 72 hours, a nuisance on a perfect olive complexion grew to the size of a raisin, impeding Marco's airflow. A surgeon's scalpel fixed the problem. Or so it seemed. Later, the phone would ring in the Danieles' Memphis home. The surgeon. The biopsy result. Marco is mercifully in school. His mother, Reneé, answers the phone.

"Mrs. Daniele, I have to tell you something. It's about Marco's biopsy."

Reneé Daniele feels herself involuntarily flush.

"We're not calling it a granuloma," says the doctor, referring to an easily treatable mole.

"OK, what are we calling it?" asks Reneé.

"Sarcoma."

Tears. Blinding fear. With a nursing background, Reneé Daniele needs no translation. Cancer. Dangerous, virulent, possibly deadly.

Time is no longer her son's friend.

THE RACE TEAM OWNER SHAKES HIS HEAD VIOLENTLY, DISGUSTED AT HIS OWN NAIVETÉ. FOR the first time in his 40 years, the man who always thought he was the man, who, by his own admission, has "driven all the cars, been with all the women ... " is wondering if he was ever the man at all.

"You sit around here and say 'You go down in that corner, 200 miles an hour, side-by-side with somebody, that takes real courage.' You want to talk courage, you go down to Memphis, you go in that St. Jude's Hospital," says Chip Ganassi, owner of the Target/Chip Ganassi Racing team, sitting trackside as his team prepares for the Cleveland CART Grand Prix. "You see these kids ... running around with shunts in their heads, bald. You look at their parents, my age, young, vibrant guys, you can see right in their eyes—years and years of pain. I can't tell you how hard it hit me. You go down there. It'll change your life, pal. Simple as that."

When Target asked Ganassi and his drivers, Alex Zanardi and Jimmy Vasser, if they

At every race on the CART circuit, Ganassi racing team drivers Zanardi (*in red suit*) and Vasser (*in sun glasses*) spend time with young cancer patients from St. Jude Children's Research Hospital in Memphis.

Vasser/Zar

Race Against Time

A Young Cancer Patient Bravely Fights His Battle and Finds Friends in CART Drivers Alex Zanardi and Jimmy Vasser > By Mat Edelson • Photography by Joseph W. Darwal

anardi

The Ganassi team donates more than just time: It contributed $46,275 in '97 to the kids at St. Jude's.

wanted to donate money to St. Jude Children's Research Hospital, it was a no-brainer. "Who's not gonna help?" asks Ganassi.

Certainly not Zanardi and Vasser, the last two CART champions. Zanardi's father died of cancer; Vasser's mother beat breast cancer, and the driver himself recalls the terrifying experience he had with a skin lesion at age 28. "You're waiting for the biopsy results, and you can't sleep at nights," recalls Vasser. "By the time five days rolls around, I've given myself six months to live."

The Ganassi team donation, based on victories, laps led and poles won, amounted to $46,275 in 1997. The money goes toward Target House, which accommodates parents while their children receive treatment at St. Jude, one of the country's premier cancer centers. To the hospital's staff and patients, Zanardi and Vasser are angels. But the drivers, who say their personal experiences aren't why they back St. Jude, downplay their contributions. "Those kids get full treatment [for free, if needed], and you can tell [the staff] isn't doing it for the money because they're really dedicated," says Zanardi, whose wife is pregnant with their first child. "Just to be a little brick in that big wall that was put together by other people, in this respect, I don't like to talk about [their donation] too much. I mean, what's $5,000 if I win a race?"

More important to the racers is the time spent trackside before each race with St. Jude patients and their families. "To interact, to make somebody smile, to make 'em forget what they're going through," is how Jimmy Vasser describes these prerace encounters. "Six or seven days a week they're in treatment, and they want to come outside and play. That's where I can come in."

"You don't feel sorry for them," adds the affable Zanardi. "You understand that if this is the feeling you would have, they would realize it right away. What the kids want out of you is to treat them like normal people. They want to get to know you, like a buddy. Then, you're an invincible hero on behalf of them. They feel like they're in the car with me. They really feel like we're their team."

Inspiring? No doubt. Yet Chip Ganassi wonders if a few stolen wisps of time during frantic prerace preparations really make a difference.

"It's so difficult for us because we're working, so it's a little fast-paced sometimes," Ganassi says, the guilt on his face leaving the real question in his mind unasked. Are we really helping?

He should have no doubts.

MARCO DANIELE IS THE KIND OF KID YOU'D LIKE TO KNOW. HONEST, sweet, incredibly selfless. Someone who, weak and wasted from chemotherapy, takes his mother's hand and says, "Mom, don't worry. I'm not going to die. Because I don't want to make you feel bad." Someone who, balded by said chemotherapy—"my Uncle Fester look," Marco jokes—joyfully invents a make-shift wig by wrapping his little sister's long brunette tresses around his head.

Someone who, despite his own fears, nonetheless spies a scared, crying 6-year-old across the St. Jude treatment room and says, I.V. in hand, "Look, look, I'm doing it too. I'm doing it fine. Do you want me to hold your hand?"

"Yeah! Yeah!!" is the grateful boy's reply.

It is through Target's St. Jude program that Marco became an Alex Zanardi fan, but truth is, he's been into racing since his diaper days. His grandmother, Barbara Marchesini, recalls that as a 2-year-old, little Marco watched "Knight Rider." Every time K.I.T.T. the talking Trans AM yakked, the toddler would wail, "Mommy's car! That's Mommy's Car!"

Summers spent at his grandparents' Pennsylvania home cement

Marco's racing bug. Pocono Raceway is within earshot. So, too, is a dirt track where the youngster is awed by stuntman Joey Chitwood. The hundreds of model trucks and planes on Grandpa Gary's walls soon have company courtesy of Marco's steady hand: King Richard's No. 43 Grand Prix. Jeff Gordon's Million-Dollar Chevy.

Alex Zanardi's No. 1 Reynard/Honda.

When Marco was diagnosed with Ewing's sarcoma—a cancer with a 60-percent cure rate—the St. Jude staff saw firsthand his love of racing. He participated in a contest to design a helmet decal for the Target team, and, midway through his yearlong chemotherapy treatments in 1997, Target asked Marco if he wanted to meet Zanardi and Vasser at the Cleveland race.

It was one of those once-in-a-lifetime opportunities that quickly went awry. Soon after landing, Marco begins running a fever, a common chemo side-effect. By the time he and his family meet Zanardi near Target's track garage, Marco is lightheaded. To the boy, the meeting takes on a dream-like feel: the touch and smell of hot tires fresh from qualifying; the lyrical rhythms of his immigrant father Vito's voice speaking fluent Italian to the delighted Zanardi; the diminutive champion turning his blue gaze to Marco; a winning smile; flashbulbs.

And more fever. By dinner, Marco is a basket case. His mouth and throat fill with 20 quarter-size sores—another chemo side-effect. He can't even swallow his own spit. Reneé and Vito Daniele are heartbroken. They know their son is gamely suffering silently so as not to ruin the lavish meal for his family. Finally, quietly, Marco turns to Reneé.

"Ma," he moans. "It's time to go."

The family had contacted a Cleveland hospital before the trip, just in case, and that is where Marco ends up. But there is a mix-up at the hospital. Marco's special fever medication is supposed to be given intravenously over an hour period.

Instead, Marco is infused with the entire bag in mere minutes. He nearly dies. By the time the doctors get Marco's allergic reaction under control, there is no doubt race day will find him in a hospital bed. At high noon the next day, Alex Zanardi and Jimmy Vasser roar toward the starting line. Marco stares helplessly at the hospital wall, having come a thousand miles only to witness his heroes on a 19-inch TV.

He lasts but a few laps, physical and emotional exhaustion crashing in on the boy. To the incessant whirr of the engines, Marco dozes off, wondering if he will get a second chance at Cleveland. Not to mention life.

"IT'S NICE AND SHINY!" SAYS Maria Daniele, running her hands lovingly through her big brother's hair. The last time Maria, Reneé and Vito saw Marco was six weeks earlier, before he left for Pennsylvania. Then, Marco's head was a stubbly Q-tip. Now it's a lustrous sight to behold, and mother Reneé is soaking it in as the van carrying the family nears the site of the 1998 Medic Drug Grand Prix of Cleveland. "You're staying for this one!" Reneé announces to Marco from the van's front seat, and everyone nods knowingly. For one year after his last Cleveland sojourn, Marco Daniele has beaten the odds. The chemo is over. The bone scans are clean.

Marco's cancer is in remission.

Nearing the lakefront track, the Danieles catch up on Marco's summer. He's taken up electric guitar. Reaching his calloused right hand toward the front passenger seat, he touches finger tips with Reneé's left hand. Feeling the roughened skin, she suddenly gets teary. "Oh, gosh," she sniffs. For nearly two years she's spent 18 hours a day caring for Marco, praying for this moment. "He's back to normal. I can feel good another day that he's OK."

Vito is just as stunned by his son's healthy appearance. It's like nothing happened. Like it was just a dream.

But the dream for Marco is just beginning. The hornet's buzz of 900 horsepower engines has him revved. He's supercharged with one burning desire: to sit in one of the Target cars.

It's about to come true. Marco and his folks are red-carpeted into Target/Ganassi's hospitality suite, where Jimmy Vasser awaits the boy. "He's taller than me!" laughs Vasser, who wastes no time offering the treat he knows Marco's waiting for. "You guys go over to the car yet?"

"Not yet," sings the choir.

"Let's head on over," says Vasser. "It's boring in here."

Marco figures he'll walk the 150 yards to the transporters holding Ganassi's million-dollar cars. Vasser has other ideas. He sees Marco staring at his personal Honda scooter used for zipping around the track.

"You want to hop on?" asks Vasser.

Vasser, who himself had a scare with a skin lesion, hopes the interaction with sick patients helps "make 'em forget what they're going through," if nothing more than for an afternoon.

Marco beams. The two take off like old buds, chatting about motorcycles as the parting sea of race fans gawk at this odd couple. The rest of the Danieles double-time to the transporters, arriving just as Vasser places Marco in his No. 12 car—or at least tries to. Marco wriggles into the driver's compartment, custom-built for Vasser's slender frame. The struggling 16-year-old resembles an NFL lineman in a Big Wheel.

"Put your toes underneath. Slide back. All right!" says Vasser, as Marco pops into place. "Start it up!" The crew obliges, and enough horses to move a mountain suddenly thrum under Marco. "Keep your feet off the pedals," warns Vasser. Marco doesn't need any pedals; the unabashed bliss on his face says he's doing the speed of light just standing still. Papa Vito is also flying. It's a miracle. My boy. In that car!

For Marco Daniele and his family, it wasn't just another day at the races.

Nearby, Reneé snaps pictures by the score. "Hah-hah-HEE!" she bleats as Alex Zanardi appears from the other transporter. Vasser, busily explaining the clutch to Marco, quickly joins Zanardi for a little needling. Marco looks over from the driver's seat to find CART's two past champions kibitzing to him.

"This one," says Zanardi, nodding toward his No. 1 car, "is a little bit faster than that one."

"But I can make mine go faster," shoots back Vasser. Zanardi is undeterred. Noting Marco's cramped quarters, Zanardi gives Vasser the once-over. "He's got kind of a strange body," says Zanardi to Marco almost apologetically. "He's a strange beast."

Marco and the family roar. Vito engages Zanardi in Italian again—"Maybe we're paisans," he jokes—then gently pushes a small autograph pad toward the driver.

"Oh," says Zanardi "we got better things."

Both drivers bolt for their respective quarters, returning with huge posters and signed visors. Marco is overwhelmed. Zanardi and Vasser bid farewell as the last round of qualifying starts shortly—and just like that, Marco's moment is over. The clock says the whole shebang in the garage lasted maybe five minutes.

Short? Perhaps ... but time is relative to boys in the company of their racing gods. "That five minutes they can squeeze into their schedule for my son is like a lifetime for him," says Reneé. "For my son to go over there and sit in that car, and they take those few extra minutes to focus just with him, my son will remember that forever."

As well as what follows. More gifts, a trip to the pits and a race that this time goes off with one very special kid in attendance. Wearing an Alex Zanardi T-shirt that reads "Donuts—they're not just for breakfast anymore," a tribute to Zanardi's unique tire-spinning victory maneuver, Marco Daniele gets his personal *pièce de résistance*.

A Zanardi victory.

As the final lap ticks off, Marco sneaks into the pits with the Target VIPs, then goes over the wall with the Ganassi crew converging on Zanardi.

The Italian climbs from his car. Besieged by well-wishers, Zanardi's grinning eyes lock with Marco's, his hand reaching out to pat the boy's back. And why not? For in truth, there are two winners in Cleveland today, a man and a boy, both of whom have beaten the clock. And as Alex Zanardi launches reams of champagne off the victory podium, it seems only right that the breeze off Lake Erie carries some bubbly Marco Daniele's way. "I got hit with the spray," he laughs, drinking in the moment.

After all, a kid should always have time to celebrate. ■

MAKING A DENT

(Athletes whose efforts help those in need)

Jerry Wunsch,
Tampa Bay Buccaneers
Last February, this offensive lineman took 10 pediatric cancer patients from Tampa and his home state of Wisconsin to upstate New York to participate in winter activities. The trip was coordinated by Camp Good Days & Special Times. Moved by the experience, he attended the program's March and April weekend camps.

Drew Bledsoe,
New England Patriots
Bledsoe is the international chairman of the Children's Miracle Network, a group dedicated to raising funds for children's hospitals. In 15 years, CMN has raised more than $1.2 billion, $152 million in 1997 alone. He accompanied 51 kids to the White House to present Hillary Clinton with the Children's Champion of the Year award, then went with the kids to Disney World for the annual CMN telethon.

Pete Sampras,
Tennis
Sampras started "Aces for Charity," a cancer-fighting fund-raising campaign to which he donates $100 for each ace he serves during the year. Some of the money goes to Andrea Jaeger's Kids' Stuff Foundation, which brings kids with life-threatening illnesses to the Silver Lining Ranch in Aspen, Colo.

Pat LaFontaine,
Hockey, Retired
LaFontaine pays for a 16-seat luxury suite at the Marine Midland Arena, hosting sick children who have extended stays at the Buffalo Children's Hospital.

Terry Labonte,
NASCAR
After his team's owner, Rick Hendrick, was diagnosed with leukemia, Labonte became active in promoting screening programs for potential donors for the National Bone Marrow Foundation. He also donated funds from his NASCAR Busch Series winnings that allowed more than 1,000 people to be screened as possible bone marrow matches for leukemia patients.

Chris Zorich,
NFL Free Agent
Truly not one to have forgotten his roots, Zorich, who grew up on Chicago's South Side, is involved in the Family Food program. He takes orphans from the Mercy Home for Boys and Girls in Chicago to Bears games, operas and other cultural events, and on Thursdays he visits kids at the Maryville Academy, a home for abused children, playing video games with them. On Mother's Day, he delivers flowers to Chicago women's shelters through the Love Grows Here program.

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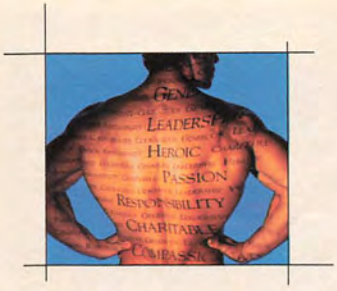


Punt, Pass and Care

For a Few Days Each Summer, Jacksonville's Jeff Lageman Does More Than Just Teach Football to Underprivileged Native American Children—He Shows Them Someone Cares > By Daniel Green
Photography by Eric O'Connell

SIX YEARS AGO, JEFF LAGEMAN TRAVELED TO THE NAVAJO Indian Reservation in picturesque Northern Arizona to do that most manly of outdoor activities: hunt, specifically elk and deer. But once Lageman met some of the poor, malnourished and undermotivated Native American children in the area, his machismo turned to mush. The Jacksonville Jaguars' defensive end changed his focus from hunting to helping.

"I began thinking, 'Geez, even the kids in inner cities have programs,' " says Lageman, 32. "But these kids got nothing. I asked Mike Halona [his friend and hunting guide] if these kids played organized sports or had playgrounds. He said, 'They just watch television.' "

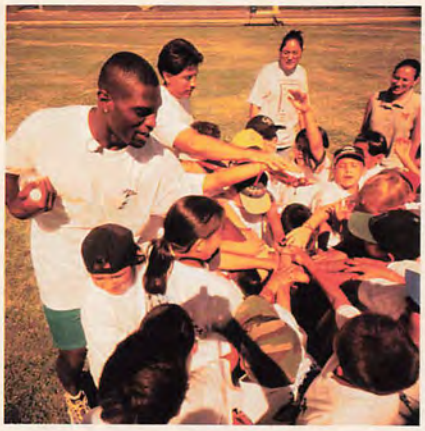
Actually, the problems go a lot deeper than a lack of playgrounds and general community apathy. A recent government report disclosed that Native Americans have the highest rate of drug abuse of any minority group in the country. Teen-age gangs on the reservations are becoming more prevalent as well.

Armed with this knowledge, Lageman, his former New York Jets teammate Dennis Byrd (now recovered from his frightful brush with paralysis) and Halona came up with the idea of providing a summer football camp for the area's kids. But they all agreed it couldn't be merely a Punt, Pass and Kick camp. Life skills would have to accompany football skills.

Children need dreams as much as footballs need air, so Lageman decided to emphasize

Camp La

Says Dennis Byrd (*below, top right*) about the camp he started along with Lageman and Mike Halona: "If we can change the life of just a couple of these kids—if something we say sinks into *one* of them, then I'll come back every year." Byrd donated not only his time and money, but also nearly 1,000 signed copies of *Rise and Walk*, his autobiography. Jacksonville defensive back Dave Thomas (*bottom left*) was a big hit with the younger kids. "They seemed so shut off from the rest of the world," Thomas notes. "And they seemed scared to take chances. But when we brought them all together, they opened up."



three key points, which he turned into the camp's motto: "Dreams, goals and actions." Now, in the third year of the camp's existence, Lageman can let his words hit the 6- to 18-year-olds with the same impact of his punishing on-field blows.

"Set your dreams," he tells them. "Maybe you want to play football in college. That's a dream. Your goal, then, is to get a scholarship. And action—if you want to be the best football player you can be, you can't just sit there on your butt all day."

At the two camps this past June, Lageman and Byrd were joined by five other Jaguars—Todd Fordham, Rich Griffith, Quentin Neujahr, Joel Smeenge and Dave Thomas—and five of the Jaguars' cheerleaders. More than 600 boys and girls attended the camps, held in two separate Navajo towns (Tuba City, Ariz., and Shiprock, N.M.).

"These kids are starving for attention," says Lageman, who in 1996 was nominated for the NFL's Man of the Year award in part because of his work in community service. "By the end of the day, when they're rolling around in the dirt with us with the biggest smile on their faces, we're best friends."

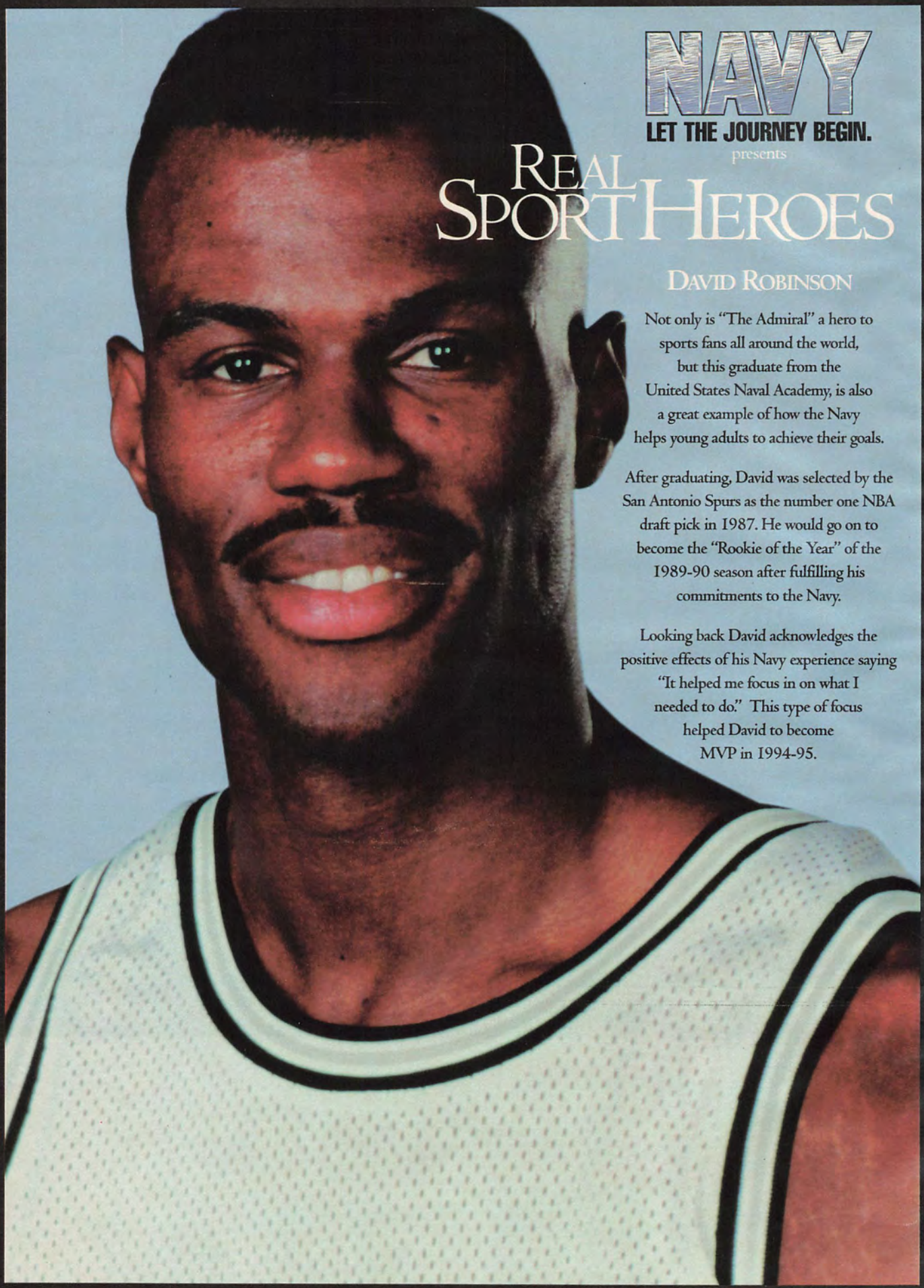
Maybe as much as anything, these kids need friends and positive role models.

"It's exciting that we see these guys on TV and now they're here," says Myron Red Mustache, a 14-year-old nose tackle at Monument Valley High and an attendee of the camp. "I sort of feel like if they've come all the way here, we should listen to what they're saying—that it's important to have big dreams, as big as you can think of, and then work hard to get them."

Lageman understands that one visit a year doesn't guarantee that these kids' lives will be turned around. But he insists that somebody has to try. "The first camp we did, someone asked one of the young girls, 'What does this camp mean to you?' " Lageman recalls. "She said, 'Someone cares.' That's what we're trying to do. Show these kids that someone out there cares." ■

Jacksonville tight end Rich Griffith (*above*) "cares more about children than anyone I know," says Lageman. On choosing which players to invite to the camp, Lageman explains: "I didn't want to bring along any guy whose ass I had to kick out of bed." That wasn't a problem with the enthusiastic Griffith.

ageman



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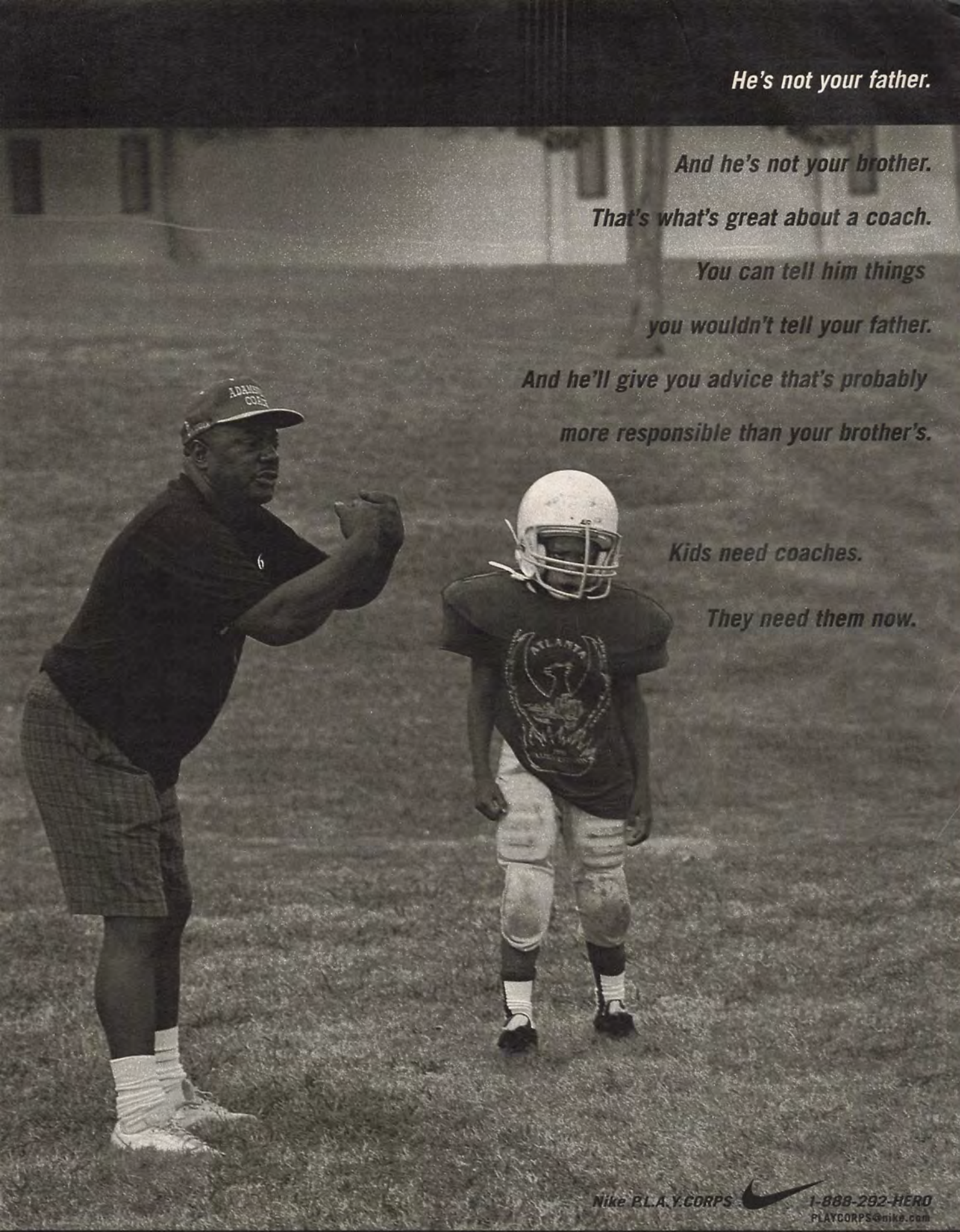
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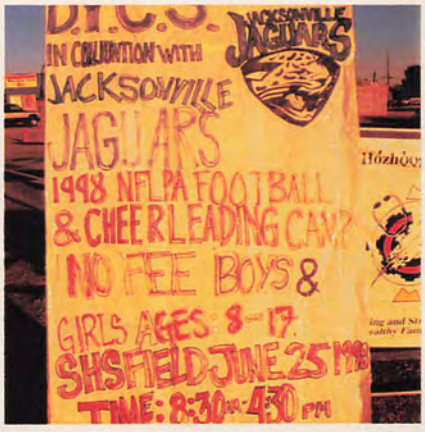
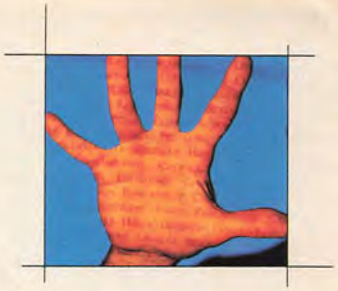


There's more to the camp than football: Jaguars cheerleaders (*above*) gave a seminar for Native American girls; at pow-wows (*below center*) and dinners in their honor, the Jaguars were treated like chiefs; Nikki Begati, Miss Northern Navajo teen (*below left*), summed up the feelings of many Native Americans when she told the Jacksonville contingent, "It makes me so happy to see you come here and help our youth. It means so much to us." Although two members of the Jaguars' front-office staff attended the camp, Lageman took care of most of the details—handing out pictures to autograph, making sure sun-block was applied and arranging for a group photo in Monument Valley (*right*). According to Tom Coughlin, the Jaguars' head coach, "Jeff is a man's man who wants to help as a way of acknowledging the idea of being a greater being." Although the camp received $4,000 from NFL Charities, the remainder of the funds came directly from the pockets of Lageman and Byrd.

Aikm



Agent of Change

Star Clients Like Troy Aikman Get More Than Just Financial Savvy With Superagent Leigh Steinberg

> By Jeff Weinstock • Photo by Martin Schoeller

HAVING LOGGED ANOTHER DAY SAVING THE WORLD, LEIGH STEINBERG DRIBBLES another tobacco glob into an empty Mountain Dew can and, recognizing the irony of sports' champion do-gooder getting caught with dip in his cheek, apologizes for neglecting to save himself. "They talk about the agents polluting the athletes," says Steinberg, who picked up the habit from his clients, "but not about athletes polluting agents." ¶ The brown smudges of chew on his front teeth are about the only stains one can find on Steinberg, whose lucrative sports law firm doubles as a crusading good-works project. To many athletes, social conscience means wearing a red ribbon to the ESPYs. Steinberg's clients, though, must agree to commit time and funds to a charitable program they help organize. And they have to want to do it; it's not a tax ploy or a public relations con. "They have to use these principles in their own life," says Steinberg, "and they have to be excited about it."

Steinberg stimulates his client's good intentions, then the athlete conceives his own projects—a push toward self-improvement through acts of charity.

Lest anyone think this is just a creative way of dissuading sleazy agent stereotypes, Steinberg's motives are genuine. He remembers being awakened to the opportunity for athletes to play larger roles after witnessing the throng that greeted his first-ever client, Steve Bartkowski, at the Atlanta airport when the two arrived after Bartkowski had been selected No. 1 by the Falcons in 1975.

"I really got a chance to see what I had never seen before," says Steinberg, "which was the incredible power that athletes have. It was immediately apparent that we had an enormous opportunity to do good here."

The model case is the biggest name in the Steinberg barn, Dallas Cowboys quarterback Troy Aikman. Meeting his commitment to Steinberg, Aikman established the Troy Aikman Foundation, a fund-raiser for children who don't qualify for help from government agencies. Aikman has since advanced its work to remarkable effect, creating Aikman's End Zones—high-tech, recreational lounges for children's hospitals.

"[Steinberg] definitely had a lot to do with me getting involved," Aikman says. "That was important to Leigh, and it was important to me too. But he also educated me on how to give back to the community and charities. I think Leigh's done a good job of stressing the importance of charities to the athletes he represents."

Involvement is one thing. Effect is quite another. Even a battle-tested, hardened warrior like Aikman had no idea just how touched he would be by his side venture.

"Working with children really puts things in perspective for me," Aikman said after the opening of the Dallas End Zone. "It makes me think of some of the frustrating situations I have to deal with, and it really makes them seem a lot less significant."

Aikman's project not only brought a newfound interest to his life, it attracted other philanthropists. While still in the design stage, Aikman's group was contacted by the Starbright Foundation, a charity for seriously ill children chaired by movie mogul Steven Spielberg. Starbright had just launched Starbright World, an online computer network that links hospitalized children throughout the country, and volunteered its software to be included in Aikman's End Zones. (*See "Enter the End Zone" on next page.*)

Aikman's work inspired both Ronnie Lott and Steve Young, also a Steinberg client, to use their foundations to construct knockoffs of Aikman's End Zones. Young's Forever Young group builds playrooms for children's hospitals at Stanford University in Palo Alto, Calif., and in Salt Lake City, near where he played his college football

SABA; INSETS FROM TOP: DAVID WILLIAM POWELL; MICHAEL CHIABAUDO

at Brigham Young University. Lott's All-Stars Helping Kids foundation started work in September, in conjunction with the Starbright group, on a similar facility at UCSF Medical Center.

Though he won four Super Bowls, Lott felt a void. "I hadn't done anything where I'd left something behind," he says. "If you don't have a purpose for trying to help other people, you don't have a purpose for living. You're not a productive citizen."

For his part, Steinberg is thrilled to see his clients enriching others' lives and making a difference.

"What's happened with Troy is that being involved with these charitable activities has stimulated in him a lot of creativity," says Steinberg. "It's pushed him to look outside the square. He found some real leadership and organizational qualities in himself that he might not have discovered so quickly. It's made him much more in control of his own life. He's become an astute businessman.

"You put him in a board room surrounded by 10 people who are sitting on an advisory board, he now all of a sudden has to come up with concepts," Steinberg says. "Troy Aikman has to figure out what the Troy Aikman Foundation's going to do."

And he has, for the benefit of so many. ■

Computer linkups let kids in the End Zones swap stories and relate with those with similar afflictions.

OVERTIME

To find out more about Aikman's End Zones or to donate to the **Troy Aikman Foundation**, call 972.506.9044.

Enter the End Zone

The first Aikman's End Zone was opened to widespread attention in August 1996 at Children's Medical Center of Dallas. Major media outlets recognized the significance and impact of Aikman's partnership with such heavy hitters as movie producer/director Steven Spielberg and General Norman Schwarzkopf, the head of fund-raising for Starbright in Washington, D.C.

Aikman's End Zones are theme parks compared to the playrooms they've replaced. At a cost of roughly $1 million per facility, the End Zones are loaded with activities: There's a movie theater with a VCR, a salt-water aquarium and an oversized helmet canopy under which the kids can relax on mats, chat or listen to music. The End Zones don't just occupy the kids, they engage them, drawing them away from their conditions, the accompanying gloom and the separation from their hospital beds. They restore a semblance of childhood.

Via the Starbright World online network, Aikman's End Zone connects the children to their peers at the 16 hospitals on the Starbright network (they expect another 100 hospitals to be wired by the end of this year), establishing a virtual interactive community for pediatric patients—an Internet without the nuisances of busy signals and computer glitches.

They can communicate through videoconferencing, e-mail, instant messaging and chat rooms. They can get the latest information on their individual illnesses and treatments and can locate and communicate with others with the same affliction. Aikman is linked to the system through his home computer and regularly signs on to check in with the kids; you can tell when he's online by his Cowboys icon flitting about. Spielberg, Schwarzkopf and Steinberg also are linked to the system.

Although conceived as recreational, Aikman's End Zones also appear to be therapeutic. "This is what was so great for us," says Charlyn Aikman, Troy's mom and the head of his foundation. "We found out when children go in there—and we've heard this from parents too—they don't forget they're sick, but they kind of leave it behind for a while." Research done by Starbright doctors confirmed that when children are able to socialize and have a release from their illness, they require profoundly less pain medication.

"If you think you're feeling better, then you feel better," says Brennan Quint, an 18-year-old patient with cystic fibrosis. "That's the way I think, and it makes me feel better." A die-hard Pittsburgh Steelers fan, Brennan has formed a friendly rivalry with Aikman through computer chats.

While expansion was never in the original plans, the Dallas facility made such an impact that the Aikman Foundation began constructing others. "We thought we'd do one hospital and then go back to what our original purpose was, which was helping individual children who fell through the cracks," Charlyn says. "It took off so big that we started hearing from other hospitals who wanted to do this."

A second Aikman's End Zone opened in May 1997, in neighboring Fort Worth, at Cook Children's Medical Center, its ceiling painted to replicate the effect of blue sky over Texas Stadium. Three more will be completed by the end of this NFL season, two in Oklahoma City (Troy's hometown) and one at Troy's alma mater, UCLA. Says Charlyn, "He would like to see every NFL city have one."

PLUGGED IN TO YOUTH

(Athletes who, like Aikman, have given back to benefit kids)

Mo Vaughn,
Boston Red Sox
The slugging first baseman has been active in the Boston community since joining the team in 1991. Created the Mo Vaughn Youth Development Center in Dorchester, Mass., which provides after-school activities for inner-city youth in the area.

MaliVai Washington,
Tennis
Launched his own foundation in 1994, which introduces tennis to disadvantaged kids. He wants to use tennis as a vehicle for teaching leadership, sportsmanship, self-discipline, self-esteem and confidence, and is also involved with the Boys & Girls Clubs of Northeast Florida.

Jackie Joyner-Kersee,
Track and Field
Active in her old stomping ground of East St. Louis, Ill., her foundation has raised $5.2 million to reopen the Mary E. Brown Community Center (where Joyner-Kersee played sports as a kid), which was shut down in 1982 due to lack of funding.

Kevin Johnson,
NBA Free Agent
Three years ago, he opened St. Hope Academy on a weedy, trash-strewn vacant lot in the tough Oak Park section of Sacramento. The 7,000-square-foot facility for 48 boys and girls includes six classrooms, a library, dining area and rec room. Johnson spends nearly every Saturday with the kids.

Deion Sanders,
Dallas Cowboys
Donated $1 million to The Potter's House, a Dallas church. He holds a weekly bible class, which has become known as Sanders' "Prime Time Tuesdays."

Allen Johnson,
Track and Field
The Olympic 110-meter hurdles champ realized a dream when his group, Friends of Allen Johnson, helped resurface the track at his alma mater, Lake Braddock Secondary School in Burke, Va. Also started a Virginia area program that promotes youth interaction with local law enforcement.

Gordon Purdie,
Lacrosse, N.Y. Saints
Although he earns only $9,000 as a pro athlete, he bought more than $7,500 in tickets, which he gave to kids who attended his lacrosse camp and other clinics.

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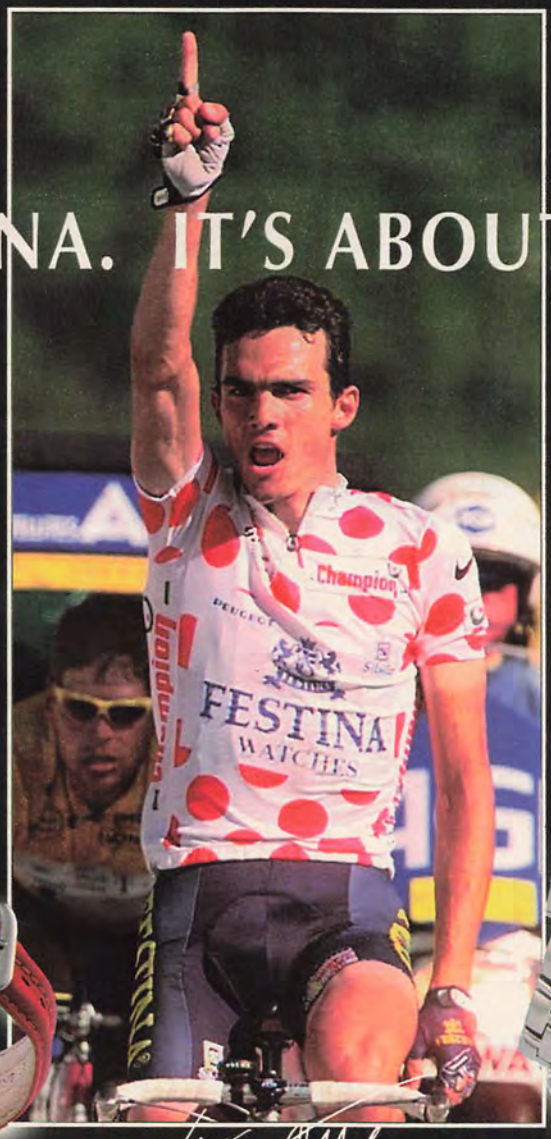

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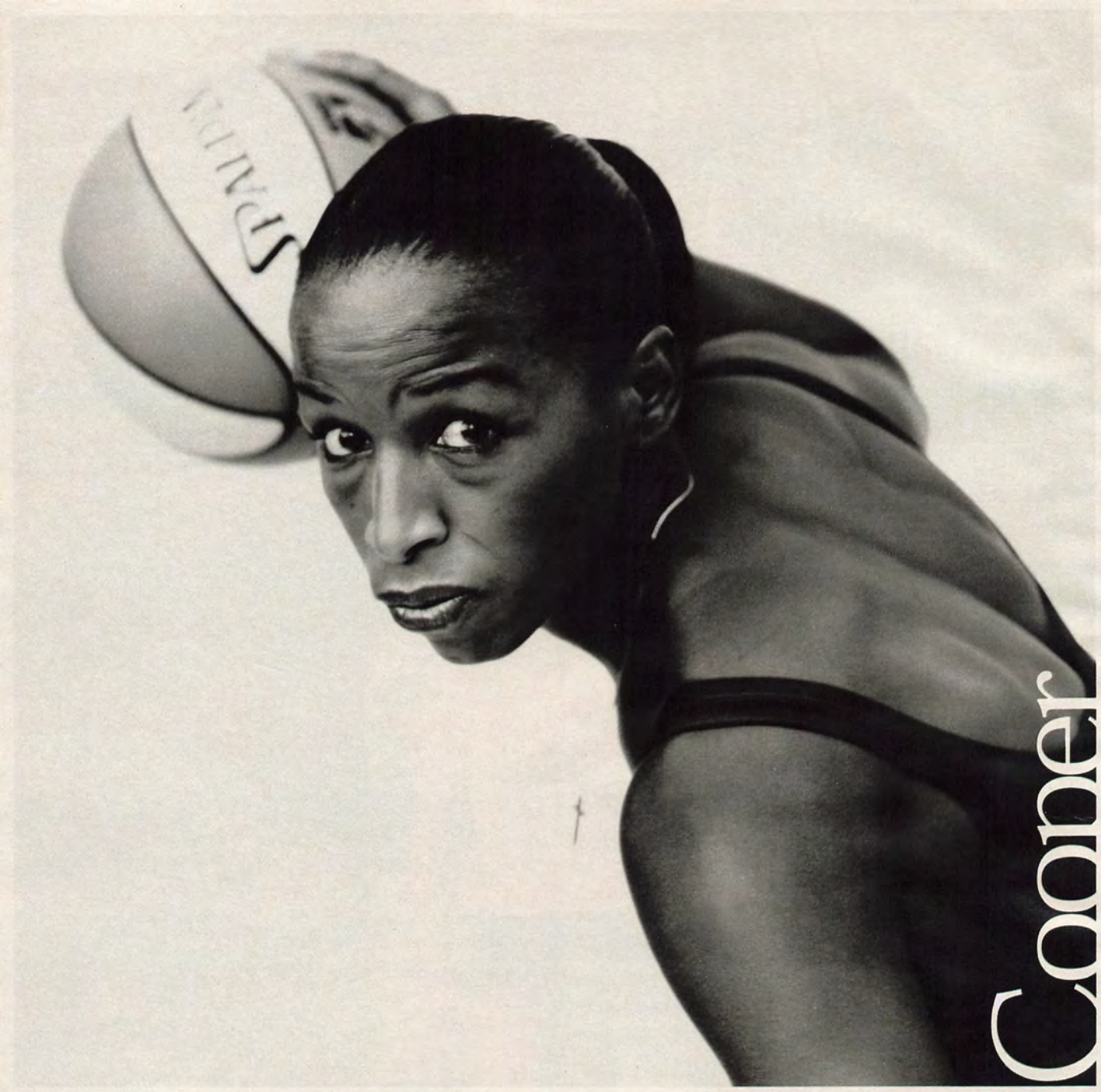

New Horizons

As Opportunities for Female Athletes Increase, So Does Their Influence

> By Julie Liebowitz • Photo by Martin Schoeller

RARELY IS GOOD NEWS RECEIVED FROM A phone call in the middle of the night. So two years ago, when Cynthia Cooper's sister dialed up the basketball star at 4 a.m., Cooper knew she wasn't calling to chit-chat, not at that hour, not with that tone. Her sister told her their 60-year-old mother, Mary Cobbs, who was suffering from breast cancer, was not doing well.

"The doctors were saying there was no hope," recalls Cooper, 35, who was toiling away in a women's pro basketball league in Italy at the time. "My sister said there was nothing more the doctors could do and that I had to hurry up and get home to Los Angeles." Cooper's commitment in Italy forced her to play two more games before she could leave. When she finally arrived in L.A., she was relieved to hear that her mother's cancer wasn't immediately life-threatening, but she was faced with months of difficult chemotherapy treatments.

At the same time her mother was undergoing treatments, Cooper was making waves in the WNBA for the Houston Comets. She was named the league's Most Valuable Player and helped lead the Comets to the inaugural WNBA championship. All this during a time when most of her waking moments were spent worrying over her mom's health. Cooper tells a particularly poignant story of how she accompanied her mom for one of her first chemotherapy treatments, but then

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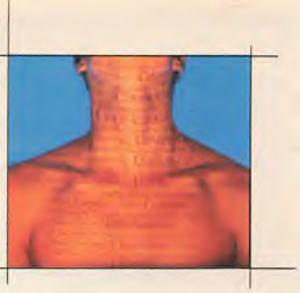


had to leave for a game in Charlotte. During the Comets' shootaround prior to the game, Cooper says, "I just started to cry. I just didn't want to leave her side." She composed herself, and about two hours before tip-off, Cooper got a call in the locker room from her mother.

"She told me, 'Look, I want you to play well, don't worry about me, I'm fine. Y'all better get this game,' " says Cooper.

As Cooper made her postseason stops around the country, she began to realize just how deep of an impact the league, and she, had made in their inaugural seasons.

"I could never have imagined what was going to happen to me because of one championship," she says. "I couldn't go to malls anymore, couldn't drive down the street with my top down."

Cooper knew of one obvious way she could use her newfound star status. When she appeared on talk shows, she spoke just as much about early detection of breast cancer as she did about her jump shot.

She became the official representative for a General Motors program called Concept: Cure. The program helps numerous worthy causes, including the fight against breast cancer, and thus far has raised more than $3 million for breast cancer research. Her other passion is assisting children. She created a foundation called Coop's Hoops for Kids, which provides computers and after-school programs for inner-city children.

Says Cooper: "I'm just very excited that at age 35 I can play at the level I'm playing, and in return give back to a sport and to people who have been very special in my life."

Cooper isn't alone in realizing the impact women athletes can now make. As television and general media exposure increase, female stars, just like their male counterparts, have an opportunity to create awareness for charitable causes.

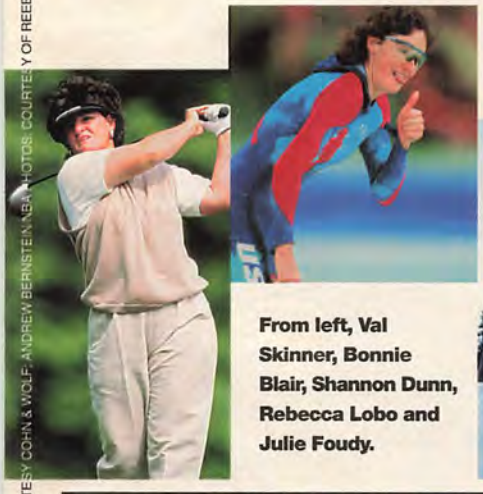
"It's not lost on any player or coach in the WNBA that we're role models, that we have to give back," says Nancy Lieberman-Cline, the coach and general manager of the WNBA's Detroit Shock. Lieberman-Cline, inducted into the Naismith Memorial Basketball Hall of Fame in 1996, became the first high-profile women's college hoops star in the late 1970s. "We are heavily involved in charities because the athletes know people are watching them."

"Little kids are watching them, which is what we want, so that's the cool thing," Lieberman-Cline says. "We're very visible and we know we have a chance to do something positive."

One of the most recognizable faces in women's athletics is the New York Liberty's Rebecca Lobo. After her prominent role in UConn's undefeated 1994-95 season and her participation on the gold-medal-winning women's national team, Lobo has evolved into a marketing magnet.

"People think woman athletes now have something to say because we're in the spotlight," says Lobo, whose mother also fought breast cancer. "We need to use our celebrity status to help other people because we've been blessed with so much."

Lobo and her mother tour the country in the off-season promoting early detection of breast cancer. Through charity fund-raisers and proceeds from their book, *The Home Team*, they have raised $1.4 million for research. ■



From left, Val Skinner, Bonnie Blair, Shannon Dunn, Rebecca Lobo and Julie Foudy.

FROM LEFT: JAMIE SQUIRE/ALLSPORT; SIMON BRUTY/ALLSPORT; COURTESY COHN & WOLFE; ANDREW BERNSTEIN/NBAE PHOTOS; COURTESY OF REEBOK; UPPER RIGHT INSET: DAVID WILLIAM POWELL

WOMEN WHO GIVE

(A sampling of female athletes who've used their celebrity status to benefit others)

Bonnie Blair,
Speed Skating, Retired
The winner of the most individual gold medals (5) by any U.S. woman Olympian, Blair funnels donations through her Charitable Gift Fund. She also runs an annual golf tournament with the NHL's Dallas Stars to raise money for the American Brain Tumor Association.

Shannon Dunn,
Snowboarding
The first American woman to win an Olympic medal in snowboarding (a bronze in Nagano last winter), Dunn donates part of her board sales to a different charity each year. She already has contributed money to the Dolphin Fund, the Breast Cancer Foundation and the Starlight Foundation.

Julie Foudy,
Soccer, U.S. National Team
Has been a leader in speaking out against overseas child labor. When Reebok recruited Foudy to endorse its soccer balls, she wouldn't agree without making sure first-hand that children weren't stitching the balls, so she traveled to Pakistan to inspect the factory where they were made. Satisfied that Reebok wasn't exploiting children, Foudy endorsed its ball.

Mia Hamm,
Soccer, U.S. National Team
Lost her brother, Garrett, to complications from a blood disorder, so now the world's greatest female soccer player is using her fame to raise funds and awareness for the National Bone Marrow Registry. Last year, her charity soccer match, called The Garrett Game, raised more than $50,000.

Val Skinner,
Golf
After fellow golfers Heather Farr and Kathy Ahern died of breast cancer, Skinner vowed to do something to fight the disease. She now chairs the Tour for the Cure, which last year raised $160,000 for the National Breast Cancer Coalition.

Shaky Foundations

Some Sports Stars Have Found Running a Charity to Be Nothing But Trouble > By Joe Perskie

THE BASES WERE LOADED AND THE game on the line as big Dave Winfield loped toward the plate. His menacing glare suggested the inevitable outcome. One pitch. One swing. Home run. Left-handed.

It was a moment that never made "SportsCenter," happening as it did on a dirt diamond in New York's Central Park. But when the Yankees star came out of the stands that day to pinch hit for the all-women, all-black softball team he sponsored, it was with the same resolve that drove him to a standout baseball career. After all, Winny's round-tripper netted $4,000 for his charity, the Dave Winfield Foundation, from the opposing nine, a collection of suits from Phillip Morris. Almost as much fun as taking money from Steinbrenner himself.

Throughout his baseball career, this sort of thing—staging charity softball games, hosting breakfast meetings with CEO types, researching substance abuse programs with federal agencies—was all in a day's work for Winfield. From 1977 through last March, he ran the first charitable foundation ever created by a sports star, charting new ground among athletes wishing to "give something back."

These days, that ground is well-tread. Private charities have become as common on the sports landscape as cell phones and private jets.

"So many athletes are going in this direction," says Marc Pollick, founder of the Giving Back Fund, a consulting group that helps athletes manage their foundations. "When you're making that much money, why not? For just a few cents more than you'd pay in taxes anyway, you can direct that money to charity and determine where you want it to go. And it's an incredible legacy to leave behind—more important than the home runs you hit or the touchdowns you throw."

This trend has produced hundreds of organizations that have helped thousands of people in need. But a close look at the boom reveals that foundations are often a poor place for athletes, and would-be donors, to pursue charitable goals.

The temptation of many sports stars to start their own charities is understandable. They get a tax break, a warm feeling inside and the chance to create unique charitable programs and back them with cash. Winfield opened his foundation when he realized he could do more than simply write checks. "With the privileged position I had as an athlete," he says, "I became kind of a Pied Piper to bring opportunities to kids."

"You can be hands on, and that's the thing we enjoy about it," says Warren Moon, whose Crescent Moon Foundation opened its doors in 1984. "We're out there in the community doing a lot of different things, and you can't do that if you're just writing a check and sending it to someone."

Many times, however, athletes are pulled onto the charity bandwagon by their image-conscious agents. Leigh Steinberg only takes on clients who commit to charity work. Jason Rosenhaus says he has encouraged "nearly all" of his 40 NFL players to start foundations of their own. Uber-agency ProServ will, upon request, set up its clients' charitable institutions and hire and pay its staff, borrowing little more from the athlete than his name and, on occasion, his checkbook. Want your own charity? Just sign here.

No less than 60 cents of every dollar a foundation raises, according to a watchdog group, should go to charitable programs, but wasteful spending is all too common.

Regardless of its origins, the foundation fad has an obvious upside. Athletes with private charities can draw attention—and money—to causes that might otherwise go ignored.

Through his foundation, Winfield helped thousands of young New Yorkers find summer jobs and hatched the idea of getting area children involved in pre-All-Star game festivities. Big Dave even skipped out on a few days of spring training one year because he was busy researching an anti-substance abuse program at FBI headquarters.

These days, athletes are operating more creative programs than ever before. Some are helping kids: Tiger Woods' inner-city golf clinics reached more than 12,000 children in six cities last year. Some are helping grownups: Cal Ripken assists an oft-overlooked group, illiterate adults, through his Ripken Learning Center in Baltimore. And some are helping kids avoid acting like grownups: NBA iron man A.C. Green uses his foundation to preach his lifestyle of abstinence.

Many sports stars, however, are finding themselves out of their league when it comes to running their charities successfully.

"A lot of people have created these entities, and it's not an easy thing to do," Winfield says. "No matter how legitimate or altruistic you are, who's

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going to run things while you're playing ball? A project like this can be rewarding, but it can also be troublesome and time-consuming. I've seen both sides of the spectrum."

So has Cincinnati Bengals tight end Tony McGee, who started a foundation in 1994 to administer an off-season football camp for inner-city children. McGee closed up shop a year later and now helps operate the camp through an existing non-profit group in Indiana.

"It was too stressful, even in the off-season," McGee says. "You're spending hours a day in a meeting room when you need to be training. And we barely broke even. Most of the budget was going toward flying athletes in to help out at the camp, which doesn't sit too well with sponsors."

McGee says many athletes who set up charitable foundations don't realize the challenges involved. Some observers who monitor tax-exempt organizations agree.

"It seems like an awful lot of athletes have been setting up charities without fully knowing what they're getting into," says Joe Pierpont, co-executive director of the Association of Small Foundations. "They have money, but they don't know much about giving it away. The Elways of the world can throw footballs and sell cars, but it takes more than that."

FANS AND SPONSORS WHO FORK OVER BIG bucks at an athlete's charity function may not always be getting a good return on their charity dollar. Tax records show that the foundations of many athletes fail to direct an acceptable percentage of their income to those who need it most.

According to Dan Langan of the National Charities Information Bureau (NCIB), a New York-based watchdog group, no less than 60 cents of every dollar a foundation takes in should go to charitable programs, with a maximum of 40 cents going to administrative costs. "From what we've looked at," says Langan, "I'd have to think hard to come up with a [sports-related] charity that hasn't had some problems with this."

Many foundations spend lavishly to stage mammoth golf tournaments and gala fund-raising dinners. Such ambitious projects make headlines and attract celebrities but often cost far more than they're worth.

Wasteful spending took the Air out of the Michael Jordan Foundation. From 1990 to 1995, tax records show, Jordan's foundation raised roughly $3.8 million, but more than half of that sum went to fund-raising and administrative costs. "In too many cases, too much money was going to tuxedos, to limousines, to dinners, to golf outings," says Chicago-based reporter Lester Munson, who investigated the foundation. Jordan's 1993 celebrity golf tournament, for example, raised more than $650,000 but cost $448,000 to stage; in the end, only 32 cents on every dollar raised was available for charity.

In March of 1996, the six-time NBA champ was forced to taste a rare defeat. Citing "administrative burdens which [limited] its charitable reach," Jordan dissolved his charity after a series of scathing local television reports exposed its inefficiency.

While Jordan's charity golf events were merely inept, one athlete says that his own was downright corrupt. Last spring, All-Pro quarterback Mark Brunell sued the president of his 1996 golf tourney, claiming that more than $200,000 in event proceeds were diverted away from a children's hospital for the defendant's personal use.

These days, virtually every athlete who's ever gripped a Big Bertha is staging his own charity golf outing. "Every time you turn around," says the Buffalo Bills' Bruce Smith, himself an annual tourney host, "there's another one."

But according to Steinberg, who has been monitoring his clients' foundations since the mid-'80s, "We've learned that golf tournaments and fancy dinners are seldom the most cost-effective fund-raisers." Steinberg would know: His client Moon took heat after his foundation spent an embarrassing 89 percent of its proceeds from a 1993 golf tournament on administrative costs.

The lesson has been slower in coming for other athletes and their foundations. From 1993 to 1996, NBA star David Robinson's charity staged one "golf and gala" event each year as its primary fund-raiser. The total cost of the events over four years was roughly $390,000, not including the $105,000 per year the foundation paid its staff.

"Everything was first class," says the foundation's former director, Mary Havel, who resigned from her $74,000 position last winter. "It was expensive, but you have to give the celebrities reason to come back."

All told, the foundation spent close to $1.2 million in administrative costs from 1993 to 1996. But its fund-raising efforts generated only $910,000 in contributions.

Only 31 cents of every dollar the foundation took in during this time, including the $3.2 million Robinson donated personally, found its way to charitable causes. And for every dollar that went to the needy, an additional 95 cents was drained by administrative costs, making the foundation a failure by the standards of the NCIB.

Robinson, who suspended his annual gala this year, declined to comment for this story. His desire to help people, however, is not in question. Just last spring, Robinson made a $5 million pledge to build a school in an impoverished area of San Antonio.

"If you hire people to raise and distribute the money, they still are obligated to manage things efficiently," says Winfield.

Jordan's failed foundation also engaged in what some experts view as a questionable practice: the employment of family members. The foundation paid Jordan's sister Roslyn more than $70,000 from 1995 to 1996 for working as a full-time director, according to tax records. Troy Aikman's mother, Charlyn, also earns a full-time salary for running her son's foundation. James Bausch, president of the NCIB, questions this practice. "If the athlete is making all this money," he says, "why is the family member being employed rather than being a volunteer?"

Steve Young is one of a handful of athletes who employs a family member to run his foundation but pays the salary out of his own pocket. Young's sister-in-law Stacy serves as executive director of the Forever Young Foundation, which, due to its low overhead, returns an impressive 90 percent of its income to charitable programs.

Still, some observers question the credentials of inexperienced family members to solicit gifts and administer complicated charitable programs. Stacy Young has been running the foundation for one year, since taking over for her husband Tim, Steve's brother. Steve's uncle, Bob Steed, serves as the foundation's president.

"If you want to build a house, you don't have Uncle Jack come over and build it," says Pollick of the Giving Back Fund. "You hire a professional to do it right."

Other athletes appear to have virtually no one tending to their foundations. NBA star Charles Barkley established a foundation in his name in 1995. Since that time, according to recent tax records, he has donated none of his own money to the foundation, which in turn has contributed only the IRS-mandated minimum of 5 percent of its standing assets per year.

Barkley opened his foundation with a $210,000 grant from Phoenix Suns Charities, a tax-exempt organization run by his then-employers. The money was generated by a dinner roast of Barkley that Suns Charities administrators had originally planned to support their own organization. Ultimately, says Suns Charities president Tom Ambrose, Barkley agreed to the roast only after being promised most of the proceeds from the event. Suns Charities, which planned and paid for the black-tie gala, col-

Young & Impressionable

Yankees Star Derek Jeter Took His Cue From a Childhood Hero

"As a kid, I was a big Dave Winfield fan," says the Yankees' shortstop. "He had his Dave Winfield Foundation and I always said that if and when I ever made it, I wanted to be like him and start my own foundation." Jeter, 24, has done just that, creating the Turn 2 Foundation and a program called "Jeter's Leaders," which recognizes young men and women who exhibit strong leadership skills and spreads the message of drug and alcohol abuse prevention.

"I think everyone should give back," he says. "I'm not saying that everyone should start a foundation, but I think everyone who's in this position should do something to help out."

MARTIN SCHOELLER/SABA

lected only $30,000 in gross income. "We did all the work," says Ambrose, "but we got a small percentage of what we raised."

Since then, the Barkley Foundation has raised only an additional $2,500, according to its most recent tax returns. The money raised by Suns Charities for Barkley, meanwhile, has sat almost untouched. According to Barkley's agent and foundation head Glenn Guthrie, the foundation's sole beneficiary is a scholarship program at Barkley's old high school in Leeds, Ala. As of last spring, according to school officials, the foundation had donated less than $12,000—roughly the 5 percent legal minimum—to the program over two years.

Athletes today face relentless demands on their time, money and persona, and to some, creating a charity can seem like a catch-all solution. Yet too many do not hold their foundations to the same standard of excellence they expect from themselves between the lines.

"Not enough guys understand the direction and the focus of their own organizations," says the Bengals' McGee. "A lot of guys don't want to give the effort, and they have other people deal with it. My advice is to know what's going on. The ones that are successful know what's going on." ■

HELPING HANDS

(Athletes whose foundations have made dents)

Chi Chi Rodriguez,
Golf
Fifteen years ago, he bought an old golf course and turned it into the only privately subsidized public school on a golf course in the country. Now each year, his foundation helps nearly 600 troubled kids from ages 5 to 15, using golf as a teaching tool. The kids return to school boasting an 80 percent improvement in reading, writing and math.

Tiger Woods,
Golf
His recently created foundation was launched last year with $500,000 from the golf star's own pocket and $1 million from American Express (for whom Tiger is a spokesman). The Tiger Woods Foundation holds golf clinics for city kids and promotes education and racial harmony.

Cam Neely,
Hockey, Retired
After his parents both died of cancer, the former Boston Bruin created his foundation to raise money for research of the dreaded disease. He was the driving force behind the Neely House, next to Boston Hospital, which provides shelter for families of cancer victims.

Darrell Green,
Washington Redskins
Created the Darrell Green Youth Life Foundation. Its learning center in Washington, D.C. is stocked with books, chalkboards and computers to help kids sharpen their academic skills. Green plans to open centers in other cities.

Dan Marino,
Miami Dolphins
His recently established foundation supports many charities in South Florida. The superstar quarterback donates $500 for each touchdown pass and has raised more than $700,000 since instituting his "Touchdown for Tots" program.

Tom Gullickson,
Tennis
In 1993, Gullickson's brother, Tim, died from brain tumors. Now the Tim and Tom Gullickson Foundation aids families of patients undergoing brain tumor treatment. "Our goal," says Tom, "is to provide a coach for those going through treatment so they can have a game plan to help fight this illness."

Cal Ripken Jr.,
Baltimore Orioles
His foundation underwrites the Ripken Learning Center, which offers free services to Baltimore residents in reading, writing and locating job internships.

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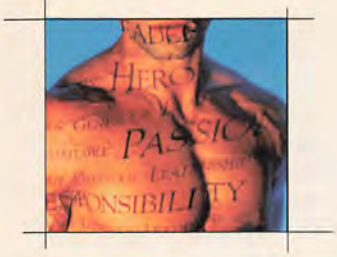


Leading by Example

In His New Book *Values of the Game*, Former U.S. Senator and Basketball Star Bill Bradley Details How His Experiences in Sports Have Helped Shape His Values in Life. Bradley Shares Some of Those Observations With SPORT Through Selected Text From His New Book

WHEN BILL BRADLEY, THEN THE SENIOR SENATOR FROM NEW JERSEY, LEFT THE UNITED STATES Senate in 1997, he found free time on his hands for the first time since ending his career as a pro basketball player in 1977. Some thought Bradley would jump right into preparation for a run for president in the year 2000. While he hasn't ruled out an election run, Bradley had other ideas. Thinking about the presidency would have to wait—at least until he wrote a book about his first love, basketball.

"I wanted to write about values I admire," Bradley says, "but I needed a framework for it. So I said to myself, 'Why not build the framework around sports and basketball because there are many positive values evident in basketball.' Then I became a visiting professor at Stanford and got involved in a lot of aspects of the university, including the basketball team. My involvement with the team reawakened a love for the game in me that had been dormant for 20 years."

Bradley has often been asked if the release of this book was timed to coincide with a possible presidential run. "I wrote this book," he says, "more for my soul than for my politics."

What follows are some of Bradley's observations from Values of the Game.

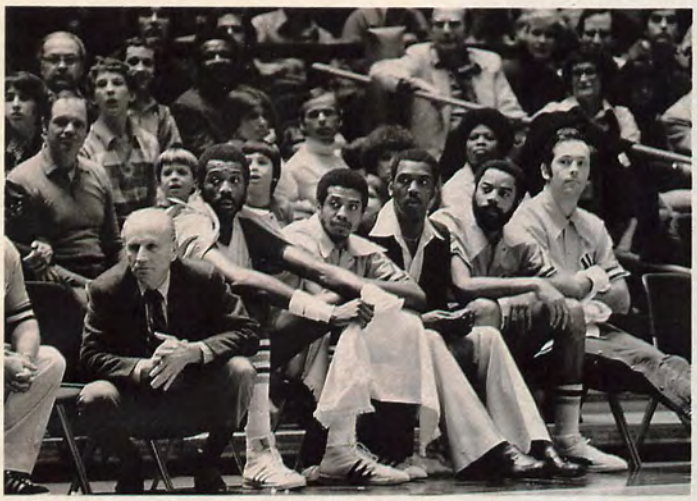
Leadership means getting people to think, believe, see and do what they might not have without you. It means possessing the vision to set the right goal and the decisiveness to pursue it single-mindedly. It means being aware of the fears and anxieties felt by those you lead even as you urge them to overcome those fears. It can appear in a speech before hundreds of people or in a dialogue with one other person—or simply by example.

To the Bulls' Phil Jackson, the key leadership function for a coach in the pros is getting the players to commit to something bigger than themselves. In the simplest sense, winning is the purpose of playing, but to achieve that end, a coach frequently has to create a context larger than the immediate game. At each level I played, the desire to win was a reflection of a deeper desire: In my small-town high school, the motivation was to beat the big city schools; in college, the challenge was for a group of athletes who were primarily students to beat the best in the NCAA; in the pros, the larger purpose was to show that a team without a dominant star could win the NBA title. Pete Carril's idea of leadership was to ask his players to give a little more than they thought they were capable of giving and by so doing achieve a bit more than they were capable of achieving. That's why Princeton on occasion became a giant killer.

Above all, the coach who exercises leadership communicates clearly to the players what they have to do. It's not unlike military training: A commando operation succeeds because each person has a particular assignment and knows what it is in precise detail. The same is true of basketball, but many coaches either burden their players with an overly complicated offense or they don't suggest any structure to the offense at all. If you have prepared well enough, events in the game can't rattle you. I love to see a team that's ready when the opponent tries a full-court press. That readiness comes only with hours of practice in which each player knows where to go and what to do in order to break the opponent's press. Picking it apart with precision passes and cuts often leads to easy baskets. It takes only a few such responses before the team that's doing the pressing retreats from further embarrassment.

Tactics are not everything; sometimes a coach needs to provide personal leadership. In 1982, Georgetown played the University of North Carolina for the NCAA championship. It was a matchup featuring two of the NCAA's greatest players that year: Georgetown's Patrick Ewing and North Carolina's James Worthy. It was also a matchup of two great coaches: Dean Smith of North Carolina and John Thompson of Georgetown. The game was hard fought and came down to the last seconds. North Carolina went ahead by 1 with 18 seconds to go on a jump shot by a freshman named Michael Jordan. Georgetown took possession of the ball with plenty of time to make

THIS PAGE INSET: DAVID WILLIAM POWELL; OPPOSITE PAGE CLOCKWISE FROM UPPER LEFT: UPI/CORBIS-BETTMAN (3); SPORT ARCHIVE; AFP/CORBIS-BETTMANN; SPORT ARCHIVE



Understanding one's role as a leader is at the core of our examination of today's "heroes." Leadership comes in many forms: the will of a Michael Jordan (*above*) to excel; the class and style of a Bill Bradley, on (*top left*) and off (*right and below*) the court; the steady guidance of a Phil Jackson (*bottom left*); and the efforts of Branch Rickey to desegregate baseball, which helped spur a nation to change.

the winning basket. Then—inexplicably, in one of those very human moments on the court—Fred Brown, a Georgetown guard, mistook James Worthy for a teammate and threw a pass directly into Worthy's hands.

Georgetown's dream of a championship disappeared. The team was devastated. The fans were in shock. All eyes were on Brown. He had committed a blunder that would be with him for the rest of his life. Thompson understood this, and putting aside his disappointment he wrapped the young player in a bear hug, whispering reassurance in his ear. It was one of the most moving gestures I have ever witnessed on a basketball court. It spoke volumes about Thompson's relationship to his players, about his most fundamental values, about his excellence as a leader.

Watching the NCAA Final Four games in 1998, I felt that while the country's best players might not be on the floor, the players that "fit together best" (as Red Auerbach puts it) were there—in other words, the country's best teams were on the floor. Time and time again, you saw the leadership rotating, like the lead goose flying in a V formation. In Stanford's semifinal overtime game against the University of Kentucky, a different player responded at each critical moment. In the last minutes, three players—Arthur Lee, Peter Sauer and Ryan Mendez—hit three-point shots, two others got important rebounds and everyone on coach Mike Montgomery's team played great defense. Stanford lost, but each player had truly done his best. Once you've seen such broad-based leadership in basketball, you can better appreciate the value of giving a cross-section of people in any organization the opportunity to assume responsibility. You learn that within each of us is the ability to excel, even, or perhaps especially, in times of crisis.

Bradley on responsibility: *"The athlete who has the most thorough sense of excellence not only recognizes that he has a responsibility to play as well as possible but also has a responsibility to the wider community."*

There are also players who lead during a game simply by virtue of their self-confidence. Dean Smith has remarked that often the player who provides the emotional leadership is not necessarily the team's best player but the one who is held in the greatest respect by the team. When the best player is also the most respected, such as Isiah Thomas, Larry Bird or the incomparable Michael Jordan, a different dynamic takes over. The best player can then lead by example, contributing more than anyone else to the effort and at the same time spurring teammates to outdo themselves. Oscar Robertson, one of the all-time great NBA stars, once told me that the mark of a truly excellent player is that he makes the worst player on his team into a good one.

Bradley on selflessness: *"The thing I could never understand is how many players in the pro league play a whole career never realizing that no one of them is as important as all five on a team. And how the number who actually sublimate their egos or decide to give themselves up so that everybody can succeed is not as many as you'd hope."*

Sports are an important part of many people's lives, both as pursuit and as pastime. They can influence people in subtle ways, helping shape their ideas about how life works and about what is acceptable behavior. When professional baseball and basketball decided on racial desegregation in the late 1940s and early 1950s, it had a far-reaching impact on society. Once the taboo of separateness was challenged on the fields of millions of Americans' dreams, children began to ask their parents questions and adults increasingly found the old ways indefensible. What had seemed impossible began to change. If desegregation worked in sports, why shouldn't it work in the rest of American life?

A much subtler revolution began in 1972 with the passage of Title IX, which required high schools and colleges to provide women with access to athletic facilities equal to those for men. By 1997-98, women's basketball reached a new level of public acceptance. Then, in 1997, the women's professional leagues took off. The WNBA and ABL games attracted a wide attendance; both leagues were televised. It had been a long, hard battle, and women basketball players were finally accorded recognition and respect.

The great leaders in basketball have never been afraid of change and they have led from the strength of their own convictions. And, above all, they have brought out the best in the people they lead. ■

WEN ROBERTS/NBA PHOTOS

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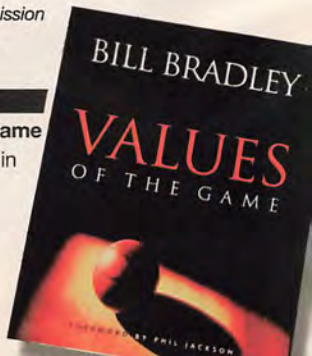
OVERTIME
Values of the Game will be available in bookstores nationwide on Oct. 18.



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Wings and a Prayer

As the Red Wings Look to Roll to a Third Straight Title, the NHL Looks to the Heavens to Recover From a Thoroughly Forgettable '97-98 Season > By Jeff Z. Klein and Karl-Eric Reif

PREDICTIONS

Stanley Cup Finals: Detroit over Philadelphia
MVP: Teemu Selanne, Anaheim
Rookie of the Year: Vincent Lecavalier, Tampa Bay
Coach of the Year: Ken Hitchcock, Dallas

Power Rankings

EAST

1. **Philadelphia**
2. **Washington**
3. **Buffalo**
4. **Montreal**
5. **Boston**
6. **New Jersey**
7. **Pittsburgh**
8. **Ottawa**
9. **Toronto**
10. **N.Y. Rangers**
11. **N.Y. Islanders**
12. **Carolina**
13. **Tampa Bay**
14. **Florida**

WEST

1. **Detroit**
2. **Dallas**
3. **Colorado**
4. **Chicago**
5. **Los Angeles**
6. **St. Louis**
7. **Phoenix**
8. **Vancouver**
9. **San Jose**
10. **Anaheim**
11. **Edmonton**
12. **Calgary**
13. **Nashville**

TIM BROEKEMA/ALLSPORT

Steve Yzerman, Red Wings

FORGIVE OUR PESSIMISM, BUT AS THE 1998-99 NHL season begins, the league is in a crisis. The reported five-year, $600 million television deal with ABC and ESPN can't erase the general feeling that last season was the worst the league has endured in recent memory. ¶ The blockbuster TV deal only means that even more people will get to see the clutching, grabbing, conservative tactics (hello, neutral-zone trap) and reduction in shots and goals—overall shots per game dropped to a 17-year low of 53 per game, with goals per game at a 43-year low of 5.2. The added exposure also means more fans will be witness to the many NHL concussions, such as the one inflicted by Gary Suter's cross-check to the head of Paul Kariya or Tie Domi's punchout of Cam Russell, which spotlighted the sickening ultra-violence that's raging out of control in the league.

"It's a rodeo on ice," groused star sharpshooter Brett Hull last season. "The game sucks to watch. It's boring. The whole style of the game is terrible. There's so much hooking and holding. There's no flow at all. As soon as a team gets something going, the other team ices it, or dumps it out of the building."

What Hull seems to be getting at is that it might be a bad time to be exposing potential fans to the game in its present incarnation. Just as it was an ill-fated idea to include the professionals in the Olympics, which are remembered in the States for the rambunctious, juvenile, dorm-trashing Americans, who still have never been identified, thus making the whole lot of them seem like swine.

The Nagano break pushed back the already grossly overextended Stanley Cup playoffs, so that by the time Detroit disposed of Washington in another mid-June snoozer of a finals, few were paying attention.

"It seems the interest is heavy only in the cities it's played in," says Red Wings coach Scotty Bowman. "I don't know how much interest there is around the rest of the league. I don't even know how much interest there is in places like Montreal or Toronto, cities that have a long hockey heritage." But Canadians raged against the threat of more franchise shifts to the U.S., and perhaps rightfully so—the expansion Carolina Hurricanes drew about as well as a Culture Club tribute band.

The NHL may have thought its main task was to gain new fans (hence the Nashville Predators, who begin play this year), but it instead finds itself desperately trying to hold on to its old ones. That makes the 1998-99 season critical. It's almost beside the point who wins the Cup; the main thing is that speed, skill and excitement *must* be restored to the game. The league has taken steps in that direction, vowing to downsize goalie equipment and continue cracking down on obstruction fouls, but other problems remain: The regular season is still too long, the Cup still doesn't figure to be awarded until just this side of Independence Day, and with expansion this year and in each of the next two, the already shallow talent pool looks to get shallower. Will the NHL be able to turn it around, or will its situation continue to worsen? This season may hold the key.

Eastern Conference

1. PHILADELPHIA

"The Flyers may surprise some people," says Capitals chief scout Shawn Simpson. "They're a very strong team, and they're still not getting the respect they deserve." A ringing endorsement from a conference rival. But there are problems: Philly still counts on Eric Lindros for leadership, and as great as he is, he has consistently gone sullen at playoff crunch time. GM Bobby Clarke missed a great chance to acquire free agent Ron Francis, who would've provided the stability Lindros so badly needs.

Dominik Hasek, Sabres

John Vanbiesbrouck, Flyers

Meanwhile, Clarke's team is still built on hulking size, a strategy that has failed in Philadelphia and just about everywhere else it's been tried. But with goalie John Vanbiesbrouck signed away from Florida, the Flyers will get their best goaltending in years.

Phinals for Philly.

For tickets: 215.465.4500
Web site: www.philadelphiaflyers.com

2. WASHINGTON

A veteran roster helped advance the Capitals to the finals for the first time ever in '98. Olie "The Goalie" Kolzig joined the NHL netminding elite with his performances in the regular season, Olympics and playoffs,

Olie The Goalie spells optimism for Caps.

and the Caps' mobile defensive corps is now even deeper with the addition of Dmitri Mironov. In supersniper Peter Bondra and playmaker extraordinaire Adam Oates, the Caps have two of the league's best forwards. One to watch up front: winger Richard Zednik. One to watch in back: Sergei Gonchar. If they're serious about the Cup, the addition of depth on the attack would be a good idea.

Olie needs a bit more help.

For tickets: 301.350.3400
Web site: www.washingtoncaps.com

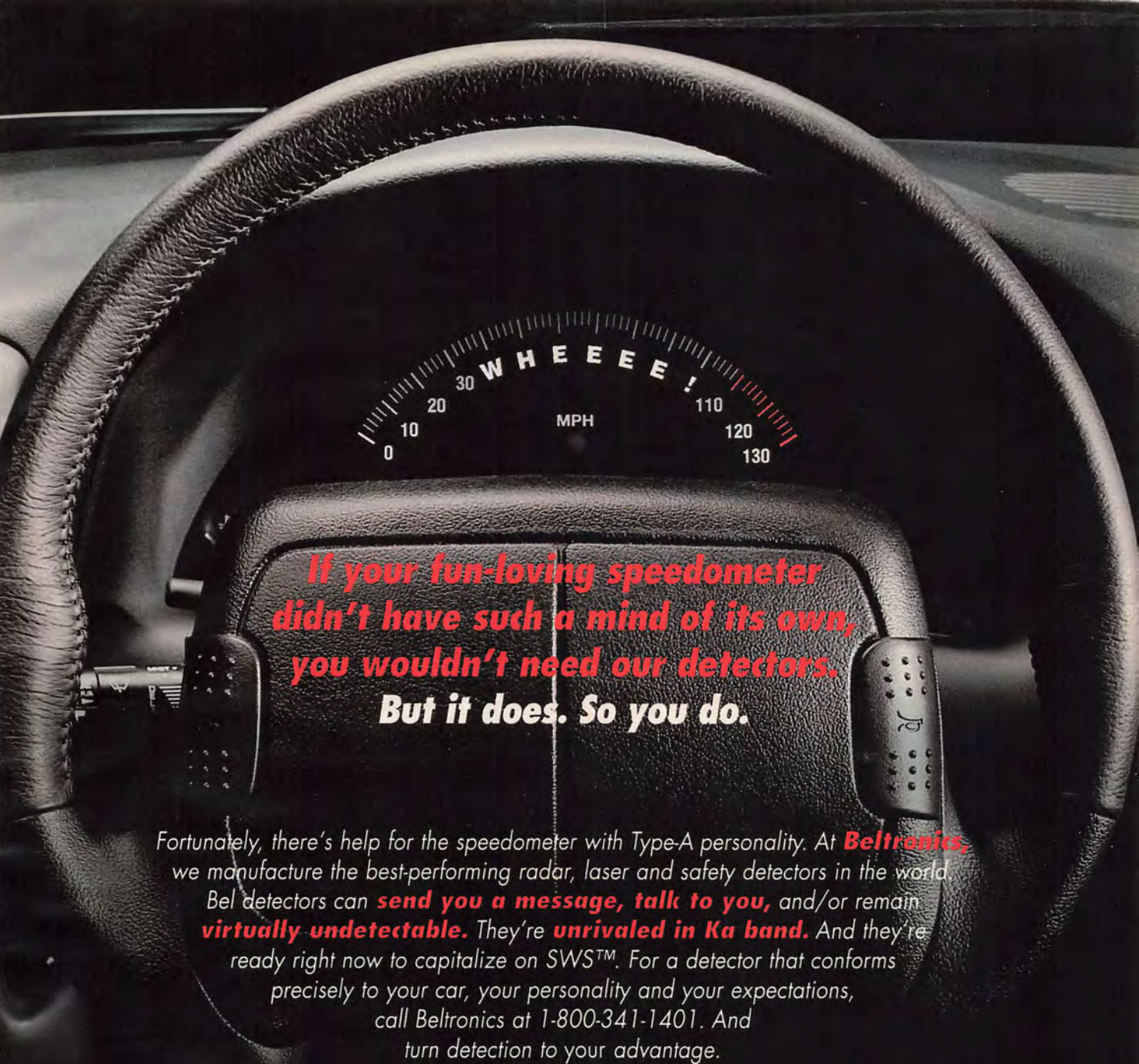
3. BUFFALO

As always, spectacular goalie Dominik Hasek, the NHL's reigning MVP, will carry the team. He and a boatload of hustle from a roster of AHL-level talent got the Sabres all the way to the semifinals last season. With almost no one who can hit the net and no off-season moves of note, the Sabres must retain their two quality free agents—slick winger Geoff Sanderson and gifted defenseman Alexei Zhitnik—if they plan on even making the playoffs again. But if they do, look out.

No "Dom" Perignon this year.

For tickets: 716.888.4000
Web site: www.sabres.com

CLOCKWISE FROM TOP LEFT: MARK HICKS; SCOTT LEVY/B. BENNETT STUDIOS; CRAIG MELVIN/ALLSPORT; RICK STEWART/ALLSPORT



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4. MONTREAL

With the likes of Saku Koivu, Mark Recchi and Vincent Damphousse, the Canadiens have a fine group of quick, gritty forwards. A slow-footed defense and mediocre goaltending hindered them in the '97-98 season, and now No. 1 netminder Andy Moog is retired. But you can bet the Habs will find a new goalie by the time the season opens and will again be a force to reckon with.

The Habs have hope.

For tickets: 514.932.8736
Web site: www.canadiens.com

5. BOSTON

Coach Pat Burns' arrival meant revival for the moribund Bruins. Young center Jason Allison had an astonishing season, rookie winger Sergei Samsonov came on strong, Byron Dafoe came of age in net and Kyle McLaren joined living legend Ray Bourque as a force on the blue line. If 1997 top pick Joe Thornton finds his game, Burnsie's kids could really have something brewin'.

Big, bad Bruins bouncing back.

For tickets: 617.624.1900
Web site: www.boston-bruins.com

Zigmund Palffy, Islanders

6. NEW JERSEY

It took three bad springs in a row for the media to finally get around to criticizing the coach of hockey's most invisible franchise, but even that was too much for the notoriously thin-skinned Jacques Lemaire. The hermetic mastermind of the neutral-zone trap quit in a huff, and now the Devils must try to maintain their high regular-season standards under earnest journeyman Robbie Ftorek. It'll be hard without Doug Gilmour, who took his grit, experience and scoring touch to Chicago. The other front-line center, Bobby Holik, had a career year in '97-98 only to go silent in the playoffs. Look for a whole lot of 1-0 games from Martin Brodeur, Scott Stevens, Ken Daneyko and company—and another early-round playoff exit.

It's wait 'til next year for Devil worshippers.

For tickets: 201.935.3900
Web site: www.newjerseydevils.com

Bobby Holik, Devils

7. PITTSBURGH

The Penguins are disintegrating before our eyes. Last year, no Mario Lemieux. This year, no Ron Francis. They still have the great Jaromir Jagr up front and a rejuvenated Tom Barrasso in goal, but not a whole lot else—except for a feud between Lemieux and the current owner, who is refusing to pay the money owed Lemieux by previous ownership. Heck, all the guy did was save hockey in Pittsburgh, isn't that worth some back pay? Journeymen Stu Barnes and German Titov and sophomore forwards Alexei Morozov and Robert Dome need to put up big numbers or it could be a grim year in the Iron City.

No need to beware of these Penguins.

For tickets: 412.642.1300
Web site: www.pittsburghpenguins.com

8. OTTAWA

The NHL's laughingstock for

Wayne Gretzky, Rangers

CLOCKWISE FROM CENTER: JIM MCISAAC/B. BENNETT STUDIOS; B. BENNETT STUDIOS; J. GIAMUNDO/B. BENNETT STUDIOS

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Niklas Lidstrom, Red Wings

their first four years, the Senators made the playoffs for the first time in '97 and in '98 upset the Devils in the first round. The mystery is how they did it. Beyond star forwards Alexei Yashin and Daniel Alfredsson, there's almost nothing there. Time for a Senate investigation—but keep an eye on junior star Marian Hossa.

Will again somehow make the playoffs.

For tickets: 613.599.0250
Web site: www.senators.com

9. TORONTO

The Maple Leafs turn a page—to a new coach, a new goalie, a new building and a new division. They haven't had much to cheer about in the last few years aside from superb center Mats Sundin and stellar netminding, so what do they do? They replace their goaltender! Curtis Joseph takes over for Felix Potvin, who may have been burning out in Toronto and will surely be dealt for help at another position. At least in switching divisions, Leafs fans now get to see Montreal and Buffalo more than once a year.

Will contend for playoffs.

For tickets: 416.977.1641
Web site: www.torontomapleleafs.com

10. N.Y. RANGERS

In the fading afterglow of its '94 Cup triumph, Team Chaos ostentatiously failed to sign goalie Mike Richter, then decided it wanted him after all. It was almost another front-office fiasco à la Mark Messier, and now Brian Leetch's contract will be up at the end of this season. Meanwhile, concussion-prone superstar Pat LaFontaine has retired. So one thing's for sure on this talent-thin team: If Richter and Leetch are as bad this year as they were last, the Rangers aren't going anywhere, no matter how marvelously Wayne Gretzky perseveres against advancing age and inept teammates.

Broadway blues.

For tickets: 212.465.6000
Web site: www.newyorkrangers.com

11. N.Y. ISLANDERS

Mike Milbury spent his summer ladling on assistant coaches so that the coach-to-player ratio on Long Island is now roughly one to one. Problem is, he didn't make much effort to acquire players who can skate, shoot, score or defend. This is basically the same team as last year, a.k.a. Zigmund Palffy and 19 men in blue uniforms. At least the uniforms are improved; they've gone back to the old ones. And the new owners have to be an improvement too—the last guy who bought the team wound up pleading guilty to fraud.

Ziggy and the Zeroes.

For tickets: 516.794.4100
Web site: www.newyorkislanders.com

12. CAROLINA

Hulking center Keith Primeau and right winger Sami Kapanen did their best to light up Tobacco Country in '97-98. Now they're joined by center Ron Francis, the unknown superstar who was the prize of the summer free-agent crop, but the Hurricanes blow, so it's unlikely he'll take them far. Somebody should, though—like back to Hartford, or Winnipeg, or anyplace else where the fans actually want a team.

Keep the college hoops tickets handy.

For tickets: 919.467.7825
Web site: www.hurricanes.com

Mike Modano, Stars

13. TAMPA BAY

New owner Art Williams has given the GM tandem of Phil and Tony Esposito a one-season deadline to help Jacques Demers, maybe the best coach in hockey, raise yet another team from the dead. The Lightning couldn't be worse than they were last year. They've added intriguing names to the roster—Craig Janney, Bill Ranford, Wendel Clark, Benoit Hogue, a recovering-from-cancer John Cullen—but can they contribute, or are they just doomed comeback stories? How about No. 1 overall draft pick Vincent Lecavalier? Is he ready to have an impact? "This young man's the next Michael Jordan," drawls Williams. Fine, but can he play *hockey*?

Beautiful beach days in April.

For tickets: 813.229.8800
Web site: www.tampabaylightning.com

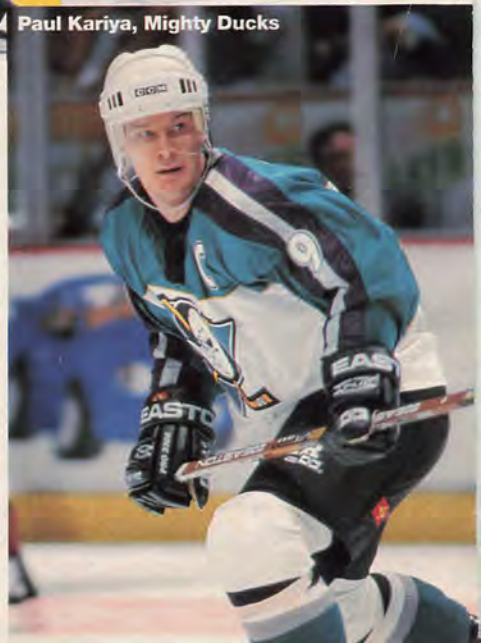
14. FLORIDA

John Vanbiesbrouck carried an enthusiastic, overachieving crew of mostly minor-league talent to the 1996 Cup finals, but in the last two years the team in front of him returned to earth while Beezer burned out in the tropical heat. Now he's departed to give Philly a shot at the Cup, and fans in the Citrus State will learn that a year without Beezer is like a year without sunshine. Little left winger Ray Whitney, who finally had a breakthrough season in '97-98, veteran center Dave Gagner and mobile rear guard Robert Svehla will again be the only offensive threats for the Panthers.

No Beezer, no postseason.

For tickets: 954.768.1900
Web site: www.flpanthers.com

Joe Sakic, Avalanche



Paul Kariya, Mighty Ducks

CLOCKWISE FROM TOP LEFT: ELSA HASCH/ALLSPORT; B. BENNETT STUDIOS (2); ART FOXALL/B. BENNETT STUDIOS

!NFACT Once Maple Leaf Gardens closes in midseason, the Igloo in Pittsburgh, opened in 1961, will be the oldest rink in the NHL.

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Western Conference

1. DETROIT

The Red Wings motored to a second straight Stanley Cup win in '98 despite star forward Sergei Fedorov's long contract holdout and the limousine crash that seriously injured Vladimir Konstantinov. Now veteran defensemen Slava Fetisov, Bob Rouse and Dmitri Mironov are gone, but towering blue-liner Uwe Krupp has arrived to pick up the slack. Loaded with All-Stars like Steve Yzerman, Niklas Lidstrom, Larry Murphy and Brendan Shanahan, full of gritty role players and solid in goal, the Big Red Machine looks ready to keep right on rolling.

Three in a row for Hockeytown USA.

For tickets: 313.396.7544
Web site: www.detroitredwings.com

2. DALLAS

Despite injuries to All-Star forwards Mike Modano and Joe Nieuwendyk, the Stars posted the best record in the NHL last season and weren't stopped until they met Cup champ Detroit in the semis. Goalie Ed Belfour is something of a loose cannon, but the defense combines playmaking and physicality, and coach Ken Hitchcock is as good as they come. Adding free-spirited free-agent forward Brett Hull to the mix, the Stars should shine.

The only team that can stop Detroit.

For tickets: 214.868.2890
Web site: www.dallasstars.com

3. COLORADO

Peter Forsberg and Joe Sakic may be the two best centers in hockey and Patrick Roy one of the all-time great goalies, but the team around them has dwindled since the Avalanche won the Cup in '96. Shortcomings and departures have gone unaddressed as ownership pleads poverty. Slick winger Valeri Kamensky, pest Claude Lemieux and roughneck Adam Deadmarsh remain to provide depth up front, and defenseman Sandis Ozolinsh helps the attack. Still a solid side, but the Avalanche are headed downhill.

Second round, but no farther.

For tickets: 303.893.0614
Web site: www.coloradoavalanche.com

4. CHICAGO

Savvy two-way center Doug Gilmour was the big off-season acquisition for the Blackhawks, who missed the playoffs for the first time since 1969. How much offense the tough little vet can still pro-

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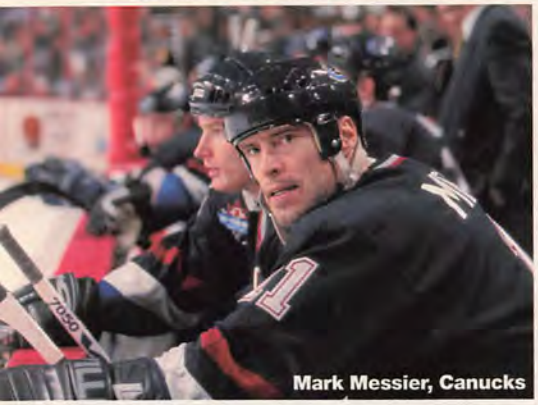
duce remains to be seen, but he looks like a good fit. Defenseman Paul Coffey, the ancient pond skater, was also brought in to help spark a blue-line attack weakened by the departure of surly Gary Suter.

Da Hawks go down in da second round.

For tickets: 312.455.7000
Web site: www.chicagoblackhawks.com

5. LOS ANGELES

The Kings had a decent '97-98 thanks to startling production from unheralded forwards like Jozef Stumpel and Glen Murray, and L.A. fans are hoping it was no fluke. During the summer, savvy veterans Steve Duchesne and Doug Bodger were added to a blue line already featuring offensive rearguards Rob Blake and Garry Galley. If the forwards can pick it up another notch, and if Stephane Fiset or Jamie Storr emerges as a top-flight goalie, opponents could find the Kings a royal pain.


Mark Messier, Canucks

Could win a series.

For tickets: 310.419.3160
Web site: www.lakings.com

6. ST. LOUIS

With the league's most potent attack in '97-98, the Blues spent the summer kicking to the curb veteran sharpshooter Brett Hull, their top-scoring forward, and reliable Steve Duchesne, their top-scoring defenseman. They added plucky winger Scott Young to the fold, but many of the key players here, like goalie Grant Fuhr and winger Geoff Courtnall, are aging. Not even coach Joel Quenneville will get enough out of them to keep fans from singing the blues.

Brett, we hardly knew ye.

For tickets: 314.622.2500
Web site: www.stlouisblues.com

7. PHOENIX

For a .500 club, the Coyotes didn't hunt down much talent during the summer, adding only defenseman Jyrki Lumme and losing ethereal playmaker Craig Janney. Hyper-aggressive Keith Tkachuk, a 40-goal man in '97-98, is their most dangerous forward. Overworked Nikolai Khabibulin is good but also overworked in goal. Forecast for Phoenix: more of the same.

Howling at the moon in June.

For tickets: 602.379.2800
Web site: www.nhlcoyotes.com

8. VANCOUVER

No-nonsense Brian Burke, the Canucks' new GM, will try to regain control of the asylum in Vancouver. Monomaniacal Mike Keenan coaches self-appointed coach Mark Messier, loony-toon Russians Pavel Bure and Alexander Mogilny, and billboard-shaped goalie Garth Snow. There's major talent here, but hardly any of it fits.

Team Question Mark.

For tickets: 604.899.4600
Web site: www.canucks.com

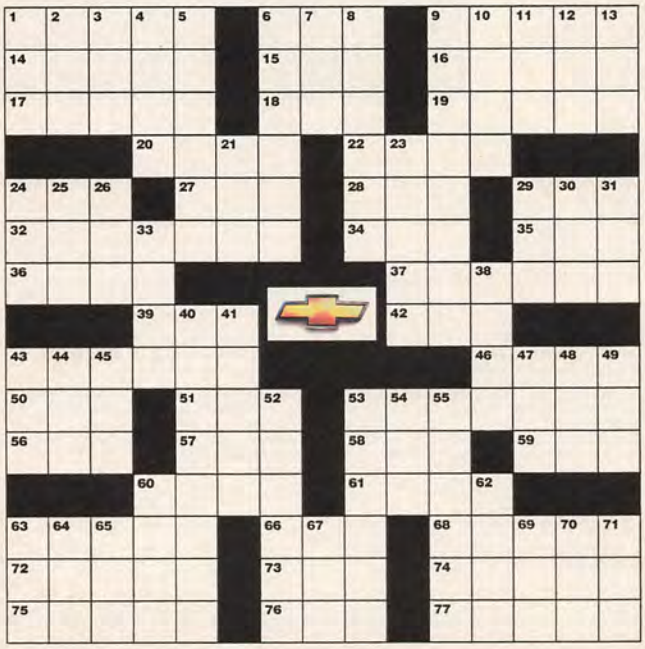
9. SAN JOSE

Jeff Friesen's emergence as the team's best forward last year was a bit of a surprise, but there's more to come: Small, skillful youngsters like Patrick Marleau and Marco Sturm and defenseman Andrei Zyuzin are on the verge of stardom. San Jose will be stronger if burly winger Owen Nolan can rediscover his scoring touch. Nasty offensive defenseman Gary Suter

JIM MCISAAC/B. BENNETT STUDIOS

Chevy Trucks Sport Puzzle

By Stanley Newman



Across

1. Olympics distance unit
6. Bad luck for a bowler
9. Where horse races start
14. University of Maine's home
15. Juan Gonzalez stat
16. He hit .398 in '29
17. See 29 Across
18. 33 Down's alma mater
19. Mr. Csonka
20. Golf prize, at times
22. Type of radio: 2 wds.
24. Letters on a speedometer
27. Sign, as a contract
28. Tampa player, for short
29. With 17 Across, '70s A's third baseman
32. Adjective for 63 Across
34. One __ kind (something unique): 2 wds.
35. Team from Eugene: abbr.
36. Rival of Jack and Arnie
37. '98 World Cup winner
39. Bob Costas' employer
42. Letters on McGwire's cap
43. Sportscaster Storm
46. Coach's aide: abbr.
50. Cheer for a bullfighter
51. Australian Open unit
53. LPGA phenom from South Korea: 3 wds.
56. Archer's finger protector
57. New Year's __
58. His pro record was 56-5
59. Pitch __-hitter: 2 wds.
60. Golfer Alcott et al.
61. Football-film role for Reagan
63. First black pitcher in the AL
66. Frank McGraw's nickname
68. Golf great Whitworth
72. '84 Super Bowl MVP
73. Suffix for Stengel
74. Dropped a fly, perhaps
75. Allowed again
76. Ball color in snooker
77. __-foot oil

See page 134 for Chevy Trucks Sport Puzzle answers.

Down

1. Unruly crowd
2. Leiter's pride
3. Heavy weight
4. Passer rushers
5. Allen Iverson, in '97
6. Welterweight's wear
7. Belly muscles
8. Street the skier
9. Vehicle for Casey Martin: 2 wds.
10. Garden of Eden name
11. AL East team, on scoreboard
12. Albertville's continent: abbr.
13. Stallone's nickname
21. __ and outs
23. Gridiron misplays
24. Sports car's __ wheels
25. Links governing group: abbr.
26. That filly
29. Marty Howe, to Gordie
30. Free throw's path
31. "Spaceman"
33. Wide receiver Swann
38. Jai __
40. Last place, so to speak
41. "THE MOST DEPENDABLE, LONGEST-LASTING TRUCKS"
43. At the top of one's game
44. Tuscaloosa team: abbr.
45. December '96 Orange Bowl winner: abbr.
47. Fitness center
48. __ Jose Sharks
49. How Bowe beat Holyfield in '95
52. Short, tricky putt
53. Lost energy
54. Ivy League athlete
55. "The Only Way I Know" author
60. '69 World Series hero
62. Reduce, as expenses
63. 72, at Carnoustie
64. British brew
65. "Maybe __ Pitch Forever" (book by 63 Across)
67. Put in the game
69. __ la la
70. Excited, with "up"
71. Abbreviation on a golf scorecard

Theo Fleury, Flames

AL BELLO/ALLSPORT

was lured away from Chicago to help put the bite back in the Sharks.

Could reach playoffs.

For tickets: 408.287.7070

Web site: www.sj-sharks.com

10. ANAHEIM

The Ducks' '97-98 season never got off the ground because of the contract holdout and subsequent severe concussion to superstar Paul Kariya that ended his season. There's still doubt as to when, or if, Kariya can come back. In his absence, winger Teemu Selanne put together one of the great goal-scoring seasons in NHL history, but the rest of the team was terrible. Kariya and Selanne aside, this is still an awfully lame duck team.

It's always golf weather in Southern California.

For tickets: 714.704.2701

Web site: www.mightyducks.com

11. EDMONTON

Goalie Curtis Joseph and nifty center Doug Weight carried a weak club into the '98 playoffs, but the cash-poor Oilers lost free agent Joseph to Toronto. Bob Essensa and ex-Islander Eric Fichaud are among the netminders who'll try to salvage the season—and the franchise. Improved performances by his badly underachieving teammates would add a ton to Weight's game.

It's always golf weather in the Edmonton Mall.

For tickets: 403.414.4000

Web site: www.edmontonoilers.com

12. CALGARY

Maniacal mite Theo Fleury is still the whole show in Calgary. Young wingman Cory Stillman is the Flames' only other goal-scoring threat. Newly acquired veteran Ken Wregget or prospect Jean-Sebastien Giguere may add some stability in the nets, but these Flames just don't generate much heat.

Warm up the combine, ploughing time's comin' early.

For tickets: 403.777.2177

Web site: www.calgaryflames.com

13. NASHVILLE

Behold the Predators, the latest result of the NHL's obsession with trading in Molson for Budweiser. The first-year club will be predictably toothless; so far the Predators' roster makes the Kansas City Scouts look imposing. There are still many moves to be made, however, and in an overexpanded NHL, where three quality forwards classify a team as deep, a deal for one star player could save it from complete humiliation. David Legwand, the No. 2 pick in the '98 draft, is the marquee player—if he doesn't return to juniors.

Which way to Opryland, eh?

For tickets: 615.770.PUCK

Web site: www.nash-nhl.com

OVERTIME

Jeff and Karl-Eric have co-authored a book titled **The Death of Hockey,** published by MacMillan Canada, to be released this fall.

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The Bomb

Basketball Is Still King in the Bluegrass State, but Native Tim Couch Is Making a Name for Himself—and for Kentucky Football—in UK's Pass-Happy Attack

TIM COUCH WILL HAVE TO FORGIVE US FOR WONDERING HOW a guy whose prom theme was probably "Dueling Banjos" now has the keys to the nation's wildest offense. Why not just turn Jethro Bodine loose on the Indy 500?

Couch, Kentucky's junior quarterback, hails from tiny Hyden, Ky., in eastern Kentucky's hilly coal country. Hyden claims Bluegrass musicians Bobby and Sonny Osborne as its most famous exports. Hey, everybody has to be from somewhere, even if it's a village of 400 where big news is defined as the local Hardee's putting the Big Deluxe sandwich on sale for 99 cents. "It's a really small town," Couch says. Thanks for clearing that up, Ace.

Had Couch come from a more cosmopolitan locale, UK football might be preparing for another year as the ugly little brother of the school's vaunted basketball program. But the people in eastern Kentucky don't just follow Wildcats athletics, they revere them. Couch grew up with that same blue-and-white zeal. And though common sense told him that going to Kentucky for football was a big mistake, Couch decided to be a hero. He stayed home.

"Some people would take it as a pressure-type situation, with everyone counting on them so much and pulling for them," Couch says. "But, heck, I think it's a lot of fun, and the way people are behind me, I know they're supporting me either way."

Two years removed from a freshman season that had him wondering what on earth he was thinking, Couch is squarely in the national spotlight. (Watch for those "Couch the Heisman" signs.) Thanks to the 1997 arrival of coach Hal Mumme and his wide-open attack, Couch is now a passing sensation. He threw for 3,884 yards and 37 TDs last season, broke or tied 17 school records and helped Kentucky hoops fans find the way to Commonwealth Stadium. Couch and Mumme even spurred plans for expanding the 57,800-seat venue. They attracted TV cameras and sold jerseys, sweatshirts and other apparel. They made football important. Never mind Kentucky's underwhelming 5-6 record last season. The football program is rolling.

"I think this is the most excited fans have been around here—probably ever—for Kentucky football," Couch says. "Usually around this time, they're counting down the days until basketball."

Now they're hoping Couch can lead them to a bowl game. After spending the '96 season languishing behind Billy Jack Haskins in then-coach Bill Curry's unimaginative offense, Couch was steamed. The most prolific quarterback in prep history while at Leslie County High, having thrown for 12,104 yards and 133 scores, Couch was reduced to handing off and running the option.

Kentucky athletic director C.M. Newton, understanding the absurdity of this, fired Curry after the '96 campaign and hired a vibrant offensive mind. That's what Couch got in Mumme, who had been at Division II Valdosta State. Mumme's BYU-style system of spreading the field and peppering opponents with 50 to 60 passes each week was the dose of Viagra UK football needed.

"My freshman year was a really tough time for me," says Couch, 21. "I was just really confused. I wasn't sure if I was in the right place, and I wasn't going to get the chance to do what I could really do on the football field. When they hired Coach Mumme, everything just kind of fell into place for me."

Mumme knew Couch was the perfect guy to run his air raid, which features only a handful of plays but as many as 70 different formations. "One thing all of the quarterbacks who have been successful in this system have shared is a great passion for the game," Mumme says. "Tim Couch would play football if nobody showed up to watch, if there were no NFL for him to shoot for."

HOT QB COMMODITIES

HIGH SCHOOL

Senior prep QBs most likely to become collegiate stars:

Chris Simms, 6-4, 200 (Ramapo HS, Franklin Lakes, N.J.)
This lefty, son of former New York Giants QB Phil Simms, is considered the nation's No. 1 QB prospect. He compiled an 11-0 record last season, with 1,897 yards, 22 TDs and a 60 percent completion rate.
Recruitment: Penn St., Ohio St., Michigan, Florida St., Miami (Fla.) and Notre Dame.

Gary Brashears, 6-5, 210 (Clarksville HS, Clarksville, Ark.)
Brashears wasn't even rated a top-10 QB in his state until he personally sent film to colleges. What coaches found was a pocket passer with a quick ball release, similar to Peyton Manning. The kid also has smarts (3.85 GPA).
Recruitment: Arkansas, Tennessee, Florida, Washington State.

J.P. Losman, 6-3, 185 (Venice HS, Los Angeles, Calif.)
Also unheralded, Losman is a John Elway clone who can throw deep on the run.
Recruitment: Verbally committed to UCLA.

Chris Stephens, 6-3, 210 (Buchholz HS, Gainesville, Fla.)
The son of University of Florida line coach Jimmy Ray Stephens, Chris knows the game inside and out.
Recruitment: Michigan and Kentucky are early favorites.

Chris Lewis, 6-5, 240 (Long Beach Poly HS, Long Beach, Calif.)
Lewis led the Jackrabbits to a 14-0 record and Southern Section title, passing for 2,978 yards with 32 TDs and only four INTs.
Recruitment: Stanford's the front-runner.

COLLEGE

QBs other than Couch with the best shots at NFL stardom:

Daunte Culpepper, 6-5, 240, Sr. (Central Florida)
Culpepper has NFL size and athletic ability, and his arm is the strongest in his class. There's concern about the complexity of defenses he's faced, however, meaning he may take longer to develop in the NFL—similar to Oilers QB Steve McNair.
Last Season's Stats: 3,086 yards, 25 TDs, 10 INTs.

Brock Huard, 6-5, 228, Jr. (Washington)
Huard is often compared to Detroit's Scott Mitchell. Both are tall lefties who flick the ball. The pluses here include experience against sophisticated defenses and the intangibles gained from having a father who's a high school coach, and a brother, Damon, currently in the NFL.
Last Season's Stats: 2,140 yards, 23 TDs, 10 INTs.

Oscar Davenport, 6-4, 205, Sr. (North Carolina)
Considered a sleeper by some, he's mobile, accurate and a playmaker.

IN FACT A prolific basketball player as well, sharpshooter Couch led the state of Kentucky in scoring with 36 points per game in his junior season of high school.

BY MICHAEL BRADLEY • PHOTO BY PAUL CHAPMAN

BRSP

Many consider the 6-foot-5, 225-pound Couch perfect for a pass-first offense, including Mumme, who has had smaller QBs thrive in the attack. Couch makes every throw, stands up well to pressure and competes with a fire that endears him to his teammates. "I've seen him get hit, absolutely taken out on one play, and on the next play throw a touchdown," says UK senior wideout Craig Yeast, who set school records with 73 receptions and 10 TDs last season. "I've also seen him run 50 yards downfield to block for one of his receivers."

Last year, Couch shredded enemy secondaries: a seven-TD outburst against Indiana, 428 yards and six scores vs. Northeast Louisiana, and 476 yards against vaunted Tennessee. And he should be much more effective this season thanks to copious film study and a highly successful spring practice period. "I grew a lot mentally," Couch says of the spring. "I was checking off at the line of scrimmage a lot more than I did last year and seeing a lot more things that Coach Mumme wanted me to see."

Because Couch understands that he still has a lot to learn, an early bolt to the NFL after the '97 campaign was out of the question. "I needed a little experience," he says. Experience that could make him a top-five pick if he leaves Lexington next spring.

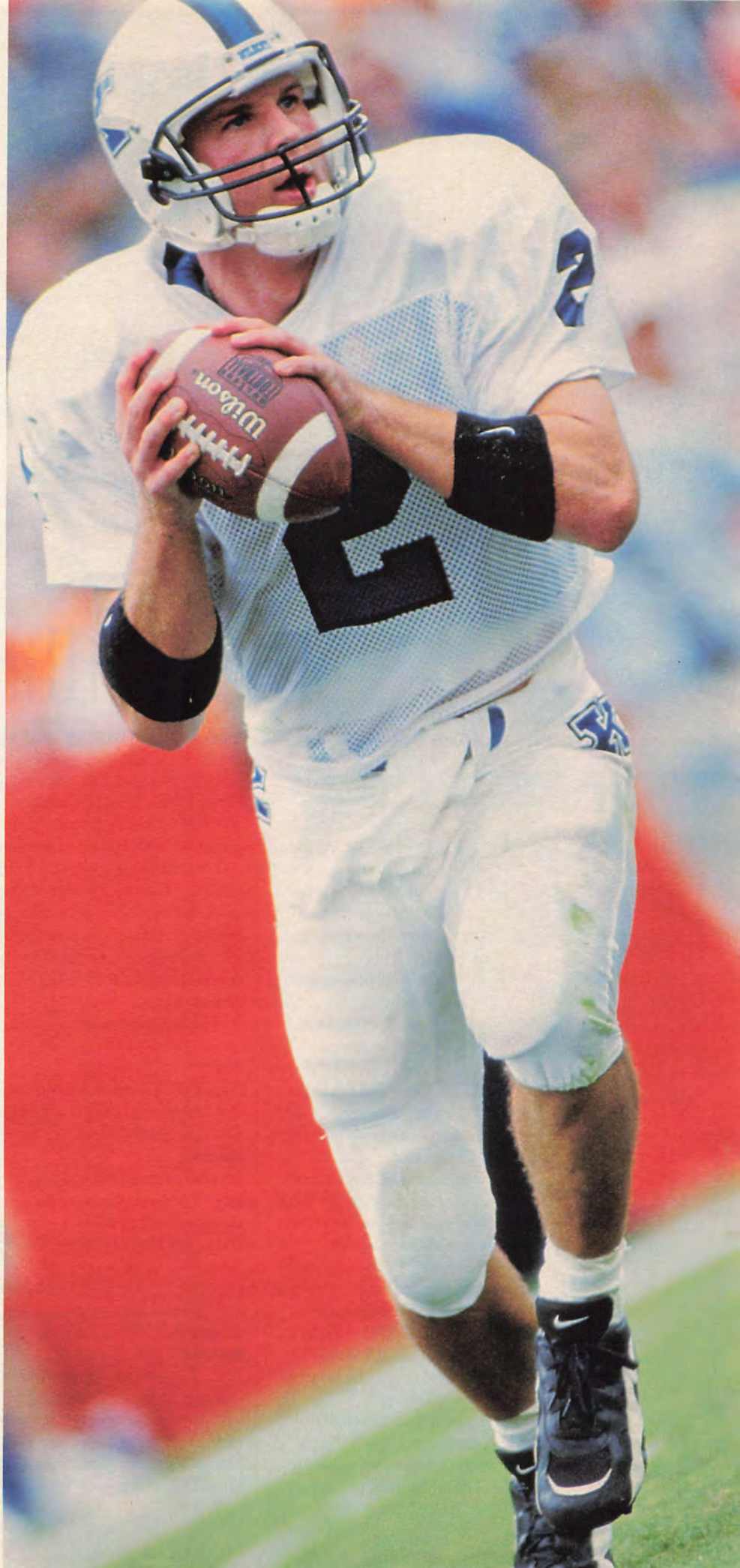
"My ultimate goal definitely is to be a No. 1 draft pick, play in the NFL for a long time and be real successful at that level too," he says. "Right now, it's time to play college football, and that's the only thing I'm thinking about." ■

Three years of tutoring under offensive whiz Greg Davis, now at Texas, is a plus.
Last Season's Stats: In limited action, 1,380 yards, seven TDs, three INTs.

Cade McNown, 6-1, 222, Sr. (UCLA)
The creativity of the Bruins' offense fits perfectly with McNown's skills. His arm strength and release are average, and his size could hurt. Still, scouts love his toughness, elusiveness and competitive fire.
Last Season's Stats: 2,877 yards, 22 TDs, five INTs.

Michael Bishop, 6-2, 205, Sr. (Kansas State)
He's athletic with quick feet, a quick release and the ability to immediately get the ball off his chest. He has above-average arm strength and accuracy.
Last Season's Stats: 1,557 yards, 13 TDs, eight INTs.

—Brentt Eads



Ted Williams

The Splendid Splinter Talks Sox, Hitting and History > By Richard Watt

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WHY THEY HATE NIGHT BASEBALL
BY DAN DANIEL

RARELY, IF EVER, DO we get to meet our sports heroes face-to-face. We watch them on TV, or maybe even get to a game and cheer them on from the stands, but that's about as close as most of us get. So needless to say it was a great thrill when I got the chance to meet my childhood hero, Ted Williams, at Talking Baseball, his former sports memorabilia store in Crystal River, Fla.

The initial pang of trepidation I felt—that anyone meeting his childhood hero would feel—wasn't lifted upon my introduction to the Splendid Splinter. Despite a confirmed appointment for an interview I had traveled 3,000 miles for, he wasn't exactly thrilled to see me.

"OK, let's get going," Williams said curtly. "You've got one hour, then I'm going fishing."

After that initial curveball, the conversation flowed easily. As the interview was coming to a close, a couple of other baseball greats happened to swing by the store—Hall of Famer Monte Irvin and former St. Louis Cardinals pitcher Max Lanier, who both lived in the area.

I shouldn't have blinked. In the nano-second it took for me to greet Irvin, Williams disappeared, precisely one hour after our discussion had begun. The lake had called and my time was up. No good-bye, just a vacant chair.

Ted Williams means what he says.

Sport
First of all, how do you feel these days? Have you suffered any lingering effects from your stroke?

Williams
I'm feeling pretty good. In fact, I feel great. I get around OK as you could see this morning when you and I visited my Hall of Fame.

Sport
How did the Ted Williams Museum and Hitters Hall of Fame come about?

Williams
Well, I've got to tell you, initially I was against it, but when they explained the concept to me fully, I realized all the good it could do. Our proceeds support local charities and Little League baseball. We have items on display not found in Cooperstown, like Shoeless Joe Jackson's game-used bat and a collection of game-used bats from every member of the 500 Home Run Club. I just got a real thrill from holding the Babe Ruth bat! That sucker was really heavy.

Sport
Do you get many opportunities to go to games?

Williams
No, I don't get to many games. But I am wired up to receive all the Red Sox games, and no one pulls harder for them than I do. By watching the games, it keeps me close to baseball. Of course, I'll always be a die-hard Red Sox fan.

Sport
The Red Sox always seem to come close, but still no title. Do you believe in the Curse of the Bambino?

Williams
I've read about that and it certainly makes you wonder. I want to tell you, though, through the years we've had some wonderful teams. Hitting-wise, we could match up with anybody, but their pitching was always just a little better than ours. Unfortunately we're up against probably the greatest Yankee team in the past 50 years.

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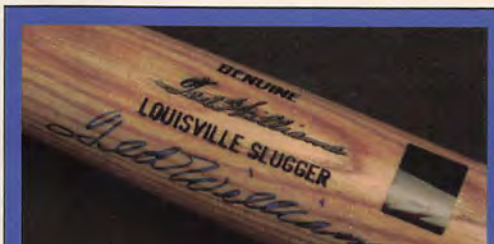
Classic shot of two of the greatest hitters ever to grace the game, signed by Ted - 20x24 $395 / $7 *S&H

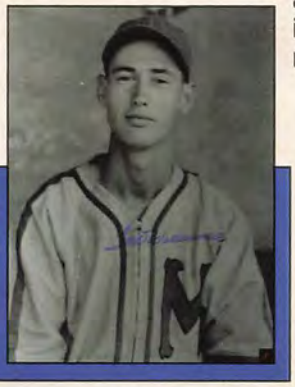


Batter Up
Ted Williams autographed Hillerich & Bradsby baseball bat - $1695 / $9 *S&H

Classic Sport Cover August 1947
Ted Williams 500 Home Run Club unsigned Sport Magazine Cover and silver ingot- limited edition of 500 - $245 / $12.50 *S&H

Play Ball!
Authentic Rawlings baseball autographed by Ted Williams in ball holder with brass name plate- $395 / $9 *S&H

Smiling Ted
Classic photo of Ted, the last player ever to hit over .400 on the season, autographed - 16x20 $345 / $7 *S&H



Minor League Star
A rare view of the star of the Minneapolis Millers, autographed -16x20 $345 / $7 *S&H

Certificate of Authenticity accompanies every collectible sold by Field of Dreams to guarantee that every autograph is genuine.

All-Star Home Run!
Ted's famous 1941 All-Star game home run with congratulatory greeting from Joe DiMaggio - 16x20 $345 / $7 *S&H

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Indianapolis, IN

MICHIGAN
Somerset Mall
Troy, MI

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Las Vegas, NV

Rio Hotel/ Masquarade Village
Las Vegas, NV

All-American Sport Park
Las Vegas, NV

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Garden State Mall
Paramus, NJ

NEW MEXICO
Cottonwood Mall
Albuquerque, NM

NORTH CAROLINA
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Sport
Because of all the labor difficulties, baseball has lost a lot of fans. In your view, who's at fault, and will baseball return to its previous level of popularity?

Williams
Whose fault was it? Without question, it's a combination of both. I don't think either side realized in the beginning the harm it was doing to the game. But look at what a great game it is. It has come back. It's strong, and I'm like a kid sitting in front of my TV watching, as are most of the other fans. Baseball will always survive.

Sport
Are today's ballplayers overpaid? What was your highest salary?

Williams
I think the ballplayers today, overall, are better than they've ever been. I watch them on TV and they fly through the air. They make spectacular plays. My highest salary was $125,000, and at the time I was the highest-paid player. I don't begrudge anyone the money they make, and I wouldn't trade one day from the years I played. I just feel that I truly played in the greatest era, and at the time we were paid fairly.

Sport
As the years have gone by, you and Joe DiMaggio have become idolized like no others. When you were playing, did you ever envision that the fans would take to you like they have, a love that seems to grow every year?

Williams
Joe and I played in a wonderful era. Gosh, there were some wonderful ballplayers in those days. I don't know who's No. 1 or who's No. 2, but I'm sure proud to have played in this era.

Sport
There was once a rumor that the Red Sox were going to trade you to the Yankees. Imagine that, playing in the same outfield with Joe DiMaggio!

Williams
Well, I heard that story, but I never put much credence in it. It would have been a hell of a deal for the Yankees, though.

Sport
Why are all these home runs being hit today?

Williams
Well, I talked to an ex-player who's been around the game 40 years, and he has my total respect. He says it's just a combination of things. The fences have been moved in, the ball is wound tighter, and there's a shortage of good pitchers due to expansion.

Sport
You were the last hitter to hit .400 for a season, back in 1941. Of today's players, who has the best chance to duplicate that feat?

Williams
If I were to pick just one, I would say Tony Gwynn. Hell, he's won seven batting titles.

Sport
Ted, when I visited with you before spring training a couple years ago, I asked you which of all the current young players impressed you the most? Do you remember your response?

Williams
You bet I do. That young shortstop from Boston, Nomar Garciaparra. You're the first guy I ever said that to. He has all the earmarks, to me, to be one hell of a player.

Sport
I understand you were recently at a function in Boston, and you wore a Georgia Tech hat to the dinner in honor of Garciaparra.

Williams
I sure as hell did. That kid was on the Dean's list at Georgia Tech and I just wanted to show him how much I respect him. Imagine, all those RBIs and he hits leadoff.

Sport
What specifically do you like about him?

Williams
I like his stroke, which is quick, and I like the angle of his bat going through the hitting area. He has good power and he's lanky for a shortstop.

Sport
They used to say your eyesight was so good, you could read the commissioner's name on the ball as it was being pitched. True or myth?

Williams
Well, I want to ask you something. Who in the hell do you think started that rumor so people would get that opinion?

Sport
Let me guess: a sportswriter.

Williams
Geez, you're right on, buddy, and I have to say that's proof that sportswriters don't know too much 'cause you can't do it! Hell, I used to laugh when I heard that. I could, however, pick up the spin on the ball.

Sport
Because of expansion and the fact that many pitchers are in the majors that shouldn't be, if you were playing today, could you hit .400 again?

Williams
No, probably not, more likely in the .330s.

Richard Watt, known as "Mr. Memorabilia," is an avid sports collector.

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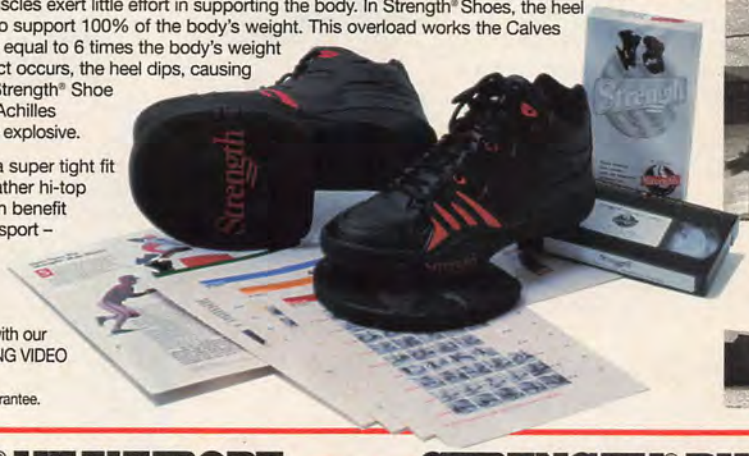

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Dodge presents sport quiz

By Dan Gordon

1. How many home runs did Roger Maris hit in 1962, the year after his record-breaking 61-homer season?
A. 23 B. 33 C. 38 D. 48

2. Who was the last player to win the MVP award with a single-digit home run total?

3. Three active players have won baseball's MVP award more than once. Name them.

4. Name the only two pitchers not currently on the Braves to have won an NL Cy Young in the '90s.

5. Match the NFL kicker with the field goal distance category in which he is the active career leader in percentage made:

A. Chris Boniol	**1.** 1-39 (min. 50 made)
B. Steve Christie	**2.** 40-49 (min. 25 made)
C. Jason Hanson	**3.** 50+ (min. 10 made)
D. Chris Jacke	**4.** all (min. 100 made)

6. Who has the best postseason winning percentage among active NFL quarterbacks (minimum five victories) and is third all-time behind Bart Starr and Jim Plunkett?

7. With which team did Brett Favre (*pictured*) begin his NFL career?

8. Who was the last Pac-10 player to win the Heisman Trophy?

9. Going into this season, more than 100 career touchdown passes separated Dan Marino from the active runner-up. Who is second to Marino?
A. John Elway B. Jim Everett
C. Dave Krieg D. Warren Moon

10. Which state has produced more than half of all Breeders' Cup Championship winners?

The New Dodge Stumper

This Month's Stumper: Who is the only player to win the Cy Young award during a season in which he pitched in both leagues?

Answer to last month's stumper Tony Dorsett is the only player who has won the Heisman Trophy and a collegiate national championship one year (at Pittsburgh), and NFL Rookie of the Year honors and a Super Bowl ring the next (with Dallas).

Win a Sport Pin Answer the stumper question correctly and win one of six SPORT pins. Each month a different pin will be offered. Collect all six and receive a SPORT collector's edition pin box and a free one-year subscription to SPORT!

[This Month's Pin: Hockey]

Fax your answer to *Sport/Dodge* Quiz, 212.886.2812, or mail it to 110 Fifth Avenue, New York, N.Y. 10011. Limit one per person. All entries must be postmarked by Oct. 15, 1998.

THIS MONTH'S QUIZ ANSWERS

1. B (Maris then hit just 84 more in his remaining six seasons) 2. Pete Rose (five in 1973) 3. Barry Bonds, three times; Cal Ripken Jr. and Frank Thomas, twice each 4. Pedro Martinez in 1997, Doug Drabek in 1990 5. A-4, B-2, C-1, D-3 6. Troy Aikman, with a .786 playoff success rate 7. Falcons in 1991 (completing 0 of 5 passes with two interceptions) 8. Marcus Allen, with Southern Cal in 1981 9. D (Moon had 279 TD passes entering 1998) 10. Kentucky

The New Dodge

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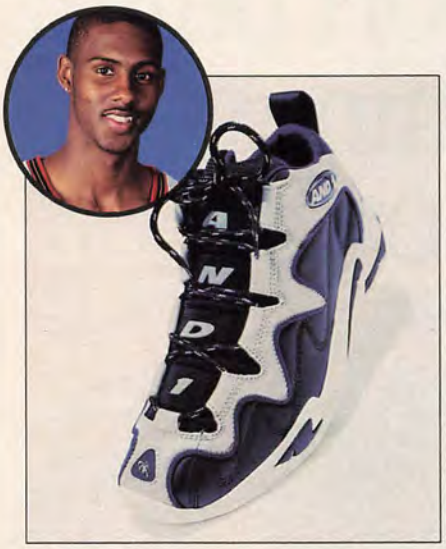
**All comparisons are vs. domestic compact SUV models, excluding other Chrysler Corp. vehicles, and are based on data available at time of printing. Always use seat belts. Remember a backseat is the safest place for children.*

Take 'Em for a Spin

MICHAEL JORDAN—TALL GUY, BALD, BEEN IN A FEW COMMERCIALS, played minor-league baseball for a bit—says the inspiration for his 14th Air Jordan was a car. Not a Pinto or a Gremlin, mind you, but his own Ferrari Maranello 550, the suggestion being that his shoes will feel like a Ferrari on your feet. Vroom, vroom. And since Michael is basketball and basketball is Michael, yada, yada, yada, we've taken an auto magazine-type approach in reviewing the new shoes you'll be fawning over on NBA courts this fall (hopefully).

Even as the shoe companies drop some major endorsers (bye, bye, Shaq) and trim back on some of the astronomical contracts offered others, it's safe to say there will always be sneaker wars on the courts of the NBA and thus a marketplace that's constantly revolving and evolving.

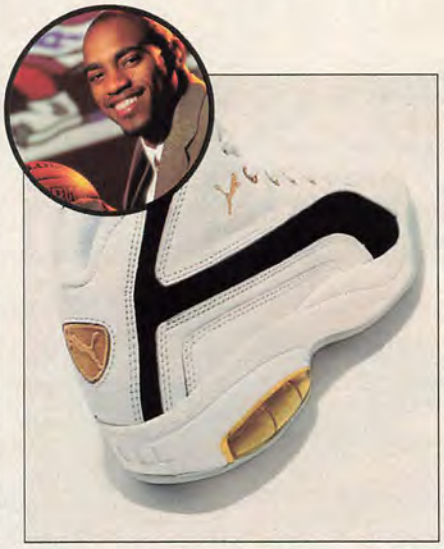
In addition to technical data on who's the shoe's "main driver," we've included information on the interior, the exterior, the "proof of hipness," the price and SPORT's "TETMAN Summary," which describes each shoe's Technological Enhancement That Means Absolutely Nothing (but sounds really cool).



Tattoo You

Say this for the youngsters leaving college early: They may be lacking diplomas, but they're making up for the lack of parchment in business savvy. About three years ago, Larry Hughes, who did a one-year stint at Saint Louis University, had the "AND 1" logo tattooed to his right forearm. So instead of having Larry go through laser tattoo removal, the AND 1 folks figured he (along with former Kansas star Raef LaFrentz) would make a good pitchman.

Sneak Peek: AND 1 Shook 'em Mid
Main Drivers: Larry Hughes, Raef LaFrentz
Interior: Super light midsole, good cushioning and support
Exterior: Reflective trim that hooks up with the fresh AND 1 apparel line
TETMAN Summary: TPU reinforcing pieces
Proof of Hipness: The sock liner has "I put the ill in skills" printed on it
Price: $74.99



Book 'em, Vince-O

No, it's not Hawaii Five-0, it's Cell Five-0, in celebration of Puma's 50th anniversary. Puma is back on the map—or "Back to the Game," as its ad campaign touts. Perhaps you saw the controversial ad campaign featuring six high school standouts hawking the new line. Controversy sells, and so will the summer signing of former Tar Heel-turned-Raptor Vince Carter. Puma is banking on him big-time with a 10-year contract worth an estimated $30 million.

Sneak Peek: Puma Cell Five-0
Main Driver: Vince Carter
Interior: Plush terry cloth lining and padded tongue
Exterior: Solid rubber Evertrack sole
TETMAN Summary: The cushiony Puma cell in the heel
Proof of Hipness: Retro's hot, and these are some retro kicks
Price: $75
Phone: 800.662.7862

I'll Take Sneakers for 400, Alex...

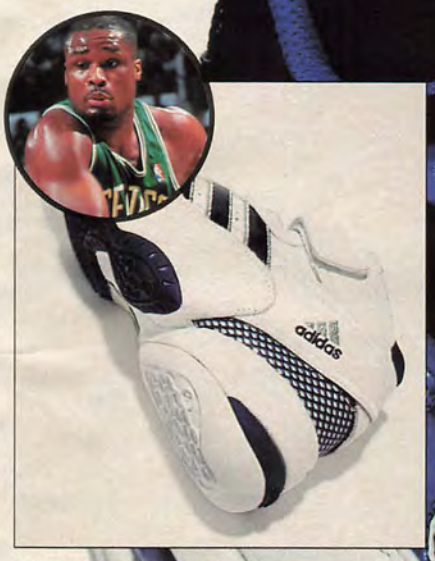
Alex: The answer is ... Allen Iverson's signature shoe made by Reebok.
Jeopardy Contestant: What is The Answer?
Alex: I just told you, you computer geek from Duluth.
Jeopardy Contestant: No, Alex, the answer is "The Answer."
Alex: Why, I oughta ...
Allen Iverson becomes Reebok's main man after Shaq got the bump, and the Answer II is the main man's shoe, which the flashy Sixers guard had a hand in designing.

Sneak Peek: Reebok's Answer II
Main Driver: Allen Iverson
Interior: Has moving cushioning for a responsive ride
Exterior: "Iverson" spelled out on the bottom of the shoe
TETMAN Summary: DMX Lite cushioning system
Proof of Hipness: Two styles: black and white; white and black
Price: $114.99
Phone: 800.648.5550

INSETS FROM LEFT: COURTESY OF PHILADELPHIA 76ERS; SAM FORENCICH/NBA PHOTOS; RICH KANE/SPORTSCHROME

Sneaking a Peek at the New Sneaker Models Can Be As Hard As Getting a Look at New Models From Ford and GM. So SPORT Takes You Into the Showroom

> By Beth M. Howard • Photos by James Worrell



They Should Have Called It The Garden

A decade ago, it would have been blasphemy. A Boston Celtic wearing a shoe bearing the name of the home court of the Celts' archrival Los Angeles Lakers? But times have certainly changed (the Garden is rubble; the Celts now play in a bank vault), and to further illustrate that, Celtics star Antoine Walker is wearing the Adidas Forum Supreme.

Sneak Peek: Adidas' Forum Supreme
Main Driver: Antoine Walker
Interior: Superior cushioning in the heel
Exterior: Velcro cross-strap for ankle support
TETMAN Summary: Torsion system for midfoot stability
Proof of Hipness: The slightly famous Feet-You-Wear concept and its little Bart Simpson look-alike dude
Price: $89.99
Phone: 800.448.1796

Please Forgive Us

Now we've done it. An entire shoe review and not one Michael Jordan sneaker in the bunch. Have we lost our minds? Well, no, we're just feeling a bit sympathetic to the plight of Batman's Robin, Scottie Pippen. If his huge payday doesn't make him feel better, at least he can find comfort in knowing that *we* love him.

Sneak Peek: Air Pippen II
Main Driver: Scottie Pippen
Interior: Lycra spandex inner sleeve
Exterior: Herringbone traction pads
TETMAN Summary: Zoom Air in forefoot
Proof of Hipness: If his name wasn't Pippen it'd be HIPpen
Price: $120
Phone: 800.352.NIKE

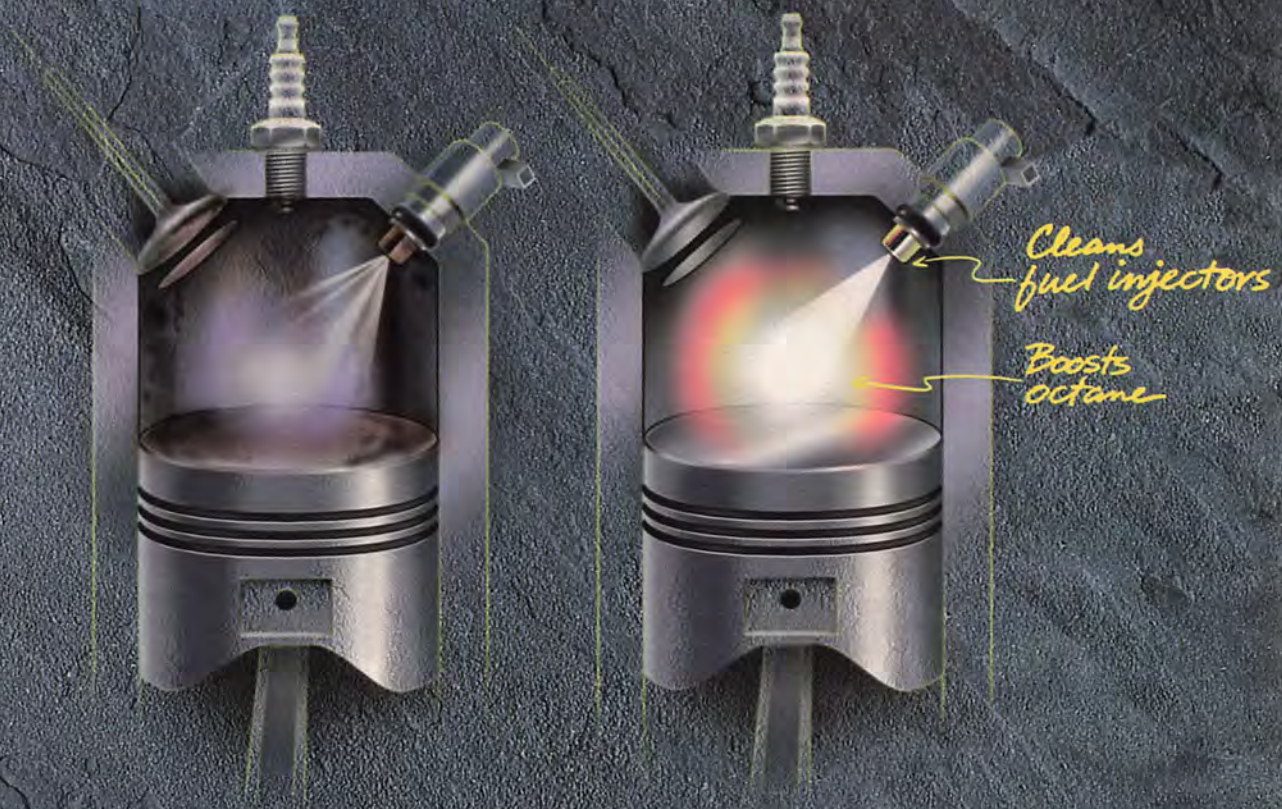
Knight of the Hardwood

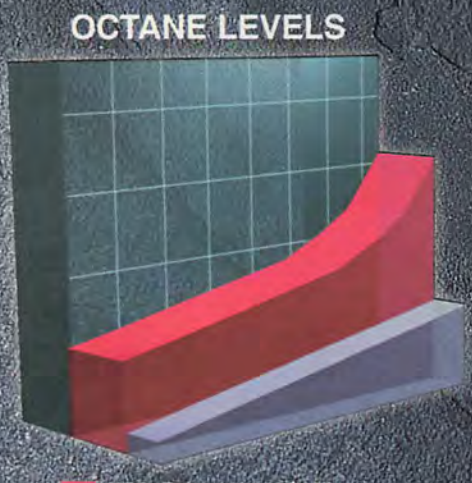
He can already fiddle and diddle, dish and swish and run and gun, but now Cleveland Cavaliers guard Brevin Knight has the green light to "Wheel 'N Deal." Another Stanford alum done good.

Sneak Peek: Converse All-Star Wheel 'N Deal
Main Driver: Brevin Knight
Interior: Reinforced ankle support
Exterior: Aggressive tread for forward traction
TETMAN Summary: REACT technology in the heel
Proof of Hipness: Through it all, Chuck Taylor's signature remains
Price: $75
Phone: 800.428.2667

INSETS FROM LEFT: SCOTT CUNNINGHAM/NBA PHOTOS; RICH KANE/SPORTSCHROME; DAVID LIAM KYLE/NBA PHOTOS

WHY PAY FOR TWO SEPARATE ADDITIVES?





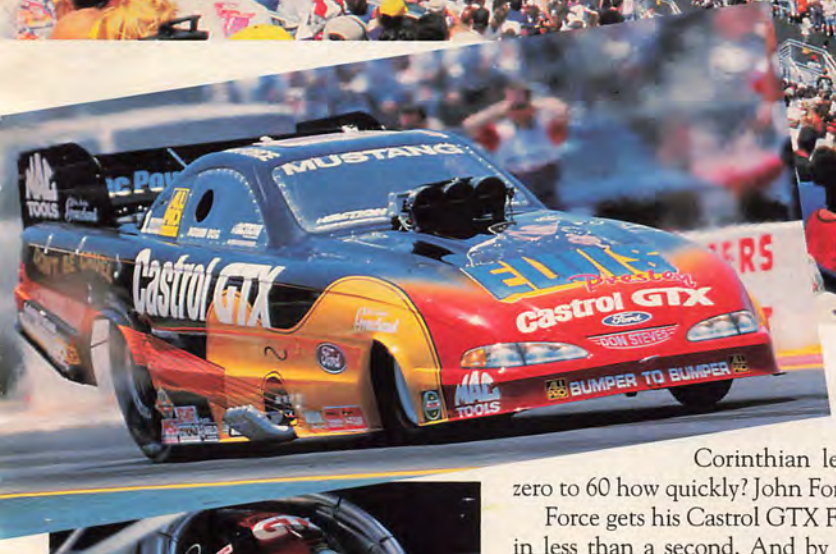
Restore's new "2 in 1" Super Fuel Injector Cleaner PLUS Octane Booster combines two benefits in one application. It not only opens and cleans fuel injectors, but it also boosts octane levels up to 4 points for increased horsepower and improved gas mileage.

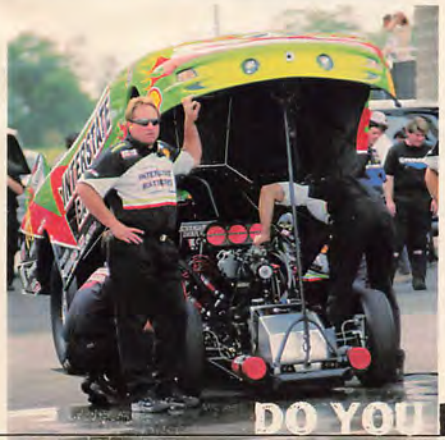
Don't be confused with all the other fuel additive claims. Restore has been a leader in technically advanced products specifically designed for high-mileage cars and trucks. Don't pay for two products, try new "2 in 1" Super Fuel Injector Cleaner PLUS Octane Booster!

2 IN 1 COMBINES TWO BENEFITS IN ONE APPLICATION

FORCE OF NATURE

In Drag Racing, One Slight Miscue Can Spell Disaster, But You'd Never Know It From Listening to Funny Car Funnyman John Force > By Dan Gordon





CLOCKWISE FROM BOTTOM LEFT: JEFF BURK; RON LEWIS (2); JEFF BURK (2)

So, Lead Foot, your mid-sized coupe with the fancy CD player and the Corinthian leather seats accelerates from zero to 60 how quickly? John Force laughs in your face.

Force gets his Castrol GTX Ford Mustang from zero to 100 in less than a second. And by the conclusion of such a joy ride—during which he covers the length of four football fields in all of five seconds—he will have exceeded 300 mph.

Don't try this at home.

Force's venue is the National Hot Rod Association (NHRA), which is divided into five categories (*see Raw Data, next page*). He is the Michael Jordan of drag racing's funny car division, having captured seven of the last eight NHRA Winston Championships.

"The idea of this car isn't to dash it through four hours of a circle race, it's to push it to the limit," says Force, who keeps a photo of Elvis Presley taped to his dashboard. "If I can stay just this side of breaking, I can win the race."

To the casual viewer, drag racing is as simple as Force describes. Two drivers go *mano-a-mano* down a straight quarter-mile track; the one who gets to the finish line first advances to the next round. There's more to it than that, but basically, says Force, who this summer set a drag racing record with a run of 323.89 mph, the first time a funny car has held the record, "It's all reflexes. If you think, you lose."

More than 35,000 jammed into the brand new Route 66 Raceway, just outside Joliet, Ill. "If you think, you lose," says the king of the NHRA funny car division, John Force. Force gets his ride going more than 300 mph down the quarter-mile straightaway.

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Dear Friend,

I made $8,000 in 2 days. You may do better!

My name is John Wright. Not too long ago I was flat broke. I was $31,000 in debt. The bank repossessed my car because I couldn't keep up with the payments. And one day the landlord gave me an eviction notice because I hadn't paid the rent for three months. So we had to move out. My family and I stayed at my cousin's place for the rest of that month before I could manage to get another apartment. That was very embarrassing.

Things have changed now. I own four homes in Southern California. The one I'm living in now in Bel Air is worth more than one million dollars. I own several cars, among them a Rolls Royce and a Mercedes Benz. Right now, I have a million dollar line of credit with the banks and have certificates of deposit at $100,000 each in my bank in Beverly Hills.

Best of all, I have time to have fun. To be me. To do what I want. I work about 4 hours a day, the rest of the day, I do things that please me. Some days I go swimming and sailing—shopping. Other days, I play racquetball or tennis. Sometimes, frankly, I just lie out under the sun with a good book. I love to take long vacations. I just got back from a two week vacation from—Maui, Hawaii.

I'm not really trying to impress you with my wealth. All I'm trying to do here is to prove to you that if it wasn't because of that money secret I was lucky enough to find that day, I still would have been poor or maybe even bankrupt. It was only through this amazing money secret that I could pull myself out of debt and become wealthy. Who knows what would have happened to my family and me.

Knowing about this secret changed my life completely. It brought me wealth, happiness, and most important of all—peace of mind. This secret will change your life, too! It will give you everything you need and will solve all your money problems. Of course you don't have to take my word for it. You can try it for yourself. To see that you try this secret, I'm willing to give you double your money back. (I'm giving my address at the bottom of this page.) I figure, if I give you a double your money back guarantee, I get your attention. And you will prove it to yourself this amazing money secret will work for you, too!

Why, you may ask, am I willing to share this secret with you? To make money? Hardly. First, I already have all the money and possessions I'll ever need. Second, my secret does not involve any sort of competition whatsoever. Third, nothing is more satisfying to me than sharing my secret only with those who realize a golden opportunity and get on it quickly.

This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don't need special training or even a high school education. It doesn't matter how young or old you are and it will work for you at home or even while you are on vacation.

Let me tell you more about this fascinating money making secret:

With this secret the money can roll in fast. In some cases you may be able to cash in literally overnight. If you can follow simple instructions you can get started in a single afternoon and it is possible to have spendable money in your hands the very next morning. In fact, this just might be the fastest *legal* way to make money that has ever been invented!

This is a very safe way to get extra cash. It is practically risk free. It is not a dangerous gamble. Everything you do has already been tested and you can get started for less money than most people spend for a night on the town.

One of the nicest things about this whole idea is that you can do it at home in your spare time. You don't need equipment or an office. It doesn't matter where you live either. You can use this secret to make money if you live in a big city or on a farm or anywhere in between. A husband and wife team from New York used my secret, worked at home in their spare time, and made $45,000 *in one year.*

This secret is simple. It would be hard to make a mistake if you tried. You don't need a college degree or even a high school education. All you need is a little common sense and the ability to follow simple, easy, step-by-step instructions. I personally know a man from New England who used this secret and made $2 million *in just 3 years.*

You can use this secret to make money no matter how old or how young you may be. There is no physical labor involved and everything is so easy it can be done whether you're a teenager or 90 years old. I know one woman who is over 65 and *is making all the money she needs* with this secret.

When you use this secret to make money you never have to try to convince anybody of anything. This has nothing to do with door-to-door selling, telephone solicitation, real estate or anything else that involves personal contact.

Everything about this idea is perfectly legal and honest. You will be proud of what you are doing and you will be providing a very valuable service.

It will only take you two hours to learn how to use this secret. After that everything is almost automatic. After you get started you can probably do everything that is necessary in three hours per week.

Here's what newspapers and magazines are saying about this incredible secret:

The Washington Times:
The Royal Road to Riches is paved with golden tips.

National Examiner:
John Wright has an excellent guide for achieving wealth in your spare time.

Income Opportunities:
The Royal Road to Riches is an invaluable guide for finding success in your own back yard.

News Tribune:
Wright's material is a MUST for anyone who contemplates making it as an independent entrepreneur.

Success:
John Wright believes in success, pure and simple.

Money Making Opportunities:
John Wright has a rare gift for helping people with no experience make lots of money. He's made many people wealthy.

California Political Week:
...The politics of high finance made easy.

The Tolucan:
You'll love...*The Royal Road to Riches.* It's filled with valuable information...only wish I'd known about it years ago!

Hollywood Citizen News:
He does more than give general ideas. He gives people a detailed A to Z plan to make big money.

The Desert Sun:
Wright's *Royal Road to Riches* lives up to its title in offering an uncomplicated path to financial success.

PROOF

I know you are skeptical. That simply shows your good business sense. Well, here is proof from people who have put this amazing secret into use and have gotten all the money they ever desired. Their initials have been used In order to protect their privacy, but I have full information and the actual proof of their success in my files.

'More Money Than I Ever Dreamed'

"All I can say—your plan is *great!* In just 8 weeks I took in over $100,000. More money than I ever dreamed of making. At this rate, I honestly believe, I can make over a million dollars per year.

A. F., Providence. RI

'$9,800 In 24 Hours'

"I didn't believe it when you said the secret could produce money the *next morning.* Boy, was I wrong, and you were right! I purchased your *Royal Road to Riches.* On the basis of your advice, $9,800 poured in, in less than 24 hours! John, your secret is incredible!"

J. K., Laguna Hills, CA

'Made $15,000 In 2 Months At 22'

"I was able to earn over $15,000 with your plan—in just the past two months. As a 22 year old girl, I never thought that I'd ever be able to make as much money as fast as I've been able to do. I really do wish to thank you, with all of my heart."

Ms. E. L., Los Angeles, CA

'Made $126,000 In 3 Months'

"For years, I passed up all the plans that promised to make me rich. Probably I am lucky I did—but I am even more lucky that I took the time to send for your material. It changed my whole life. Thanks to you, I made $126,000 in 3 months."

S. W., Plainfield, IN

'Made $203,000 In 8 Months'

"I never believed those success stories...never believed I would be one of them...using your techniques, in just 8 months, I made over $203,000...made over $20,000 more in the last 22 days! Not just well prepared but simple, easy, fast...John, thank you for your *Royal Road to Riches!"*

C. M., Los Angeles, CA

'$500,000 In Six Months'

"I'm amazed at my success! By using your secret I made $500,000 in six months. That's more than twenty times what I've made in any single year before! I've never made so much money in such short time with minimum effort. My whole life I was waiting for this amazing miracle! Thank you, John Wright."

R. S., Mclean, VA

As you can tell by now I have come across something pretty good. I believe I have discovered the sweetest little money-making secret you could ever imagine. Remember—I guarantee it.

Most of the time, it takes big money to make money. This is an exception. With this secret you can start in your spare time with almost nothing. But of course you don't have to start small or stay small. You can go as fast and as far as you wish. The size of your profits is totally up to you. I can't guarantee how much you will make with this secret but I can tell you this—so far this amazing money producing secret makes the profits from most other ideas look like peanuts!

Now at last, I've completely explained this remarkable secret in a special money making plan. I call it "The Royal Road to Riches". Some call it a miracle. You'll probably call it "The Secret of Riches". You will learn everything you need to know step-by-step. So you too can put this amazing money making secret to work for you and make all the money you need.

To prove this secret will solve all your money problems, don't send me any money, *instead postdate* your check for a month and a half from today. I guarantee not to deposit it for 45 days. I won't cash your check for 45 days before I know for sure that you are completely satisfied with my material.

DOUBLE YOUR MONEY BACK GUARANTEE!

There is no way you can lose. You either solve all your money problems with this secret (in just 30 days) or you get double your money back...**GUARANTEED!**

Do you realize what this means? You can put my simple secret into use. Be able to solve all your money problems. And if for any reason whatsoever you are not 100% satisfied after using the secret for 30 days, you may return my material. And then I will not only return your original UNCASHED CHECK, but I will also send you an extra *$29.95 cashiers check* just for giving the secret an honest try according to the simple instructions.

I GUARANTEE IT! With my unconditional double your money back guarantee, there is absolutely NO RISK ON YOUR PART.

To order, simply write your name and address on a piece of paper. Enclose your postdated check or money order for $29.95 and send it to:

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But the supply of my material is limited. So send in your order now while the supply lasts.

If you wish to charge it to your Visa, MasterCard, American Express or Discover—be sure to include your account number and expiration date. That's all there is to it. I'll send you my material right away by return mail, along with our unconditional double your money back guarantee.

SWORN STATEMENT:

"As Mr. John Wright's accountant, I certify that his assets exceed one million dollars." Mark Davis

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John Force yuks it up with Priscilla Presley (*far left*) as race day preparations get under way; 19-year-old Top Fueler Cristen Powell preps for a scream down the track (*second from right*); David Nickens (*middle*) fine-tunes his NHRA Pro Stock Truck.

CLOCKWISE FROM TOP LEFT: RON LEWIS (2); JEFF BURK (2); RON LEWIS (2)

Force continues: "It's not something you learn overnight. When you hit that throttle, you've got to know if the car has tire spin. You've got to know when to pedal it and when to take your foot off the gas." Those decisions are made while strapped to a seat harness in a 150-degree cockpit, pinned back by a force (pun intended) five times greater than gravity.

Which all adds up to some hairy moments and some wild stories.

"In Memphis, in 1992, I joked I saw Elvis at 1,000 feet," Force says. "I thought I was headin' for heaven. I thought I was goin' through the Graceland .... She let up, I hit the wall, and you can imagine the impact—I was burning, my helmet was burning, my seat was burning. I had burns on the back of my hands, I lost some hair on my head, and, bottom line, I was very lucky. I was black and blue for about two weeks."

In spite of (or perhaps because of) such injuries, the NHRA reported a record attendance level of 2.2 million at last year's 22 Winston Drag Racing Series events—carnival-like affairs consisting of three days of qualifying followed by a day of racing, along with air shows and marching bands.

"I call this the Big Top," says Force, 49, who took 12 years to capture his first championship. "Fans get to see everything: from motor bikes to street cars like you drive at home, clear up to the exotic pro-stock cars, the funny cars and the top-fuel dragsters.

"And unlike NASCAR or Indy Car, after a team races you can leave the grandstands, go to the pits and watch them tear the motors down and put the car back together again."

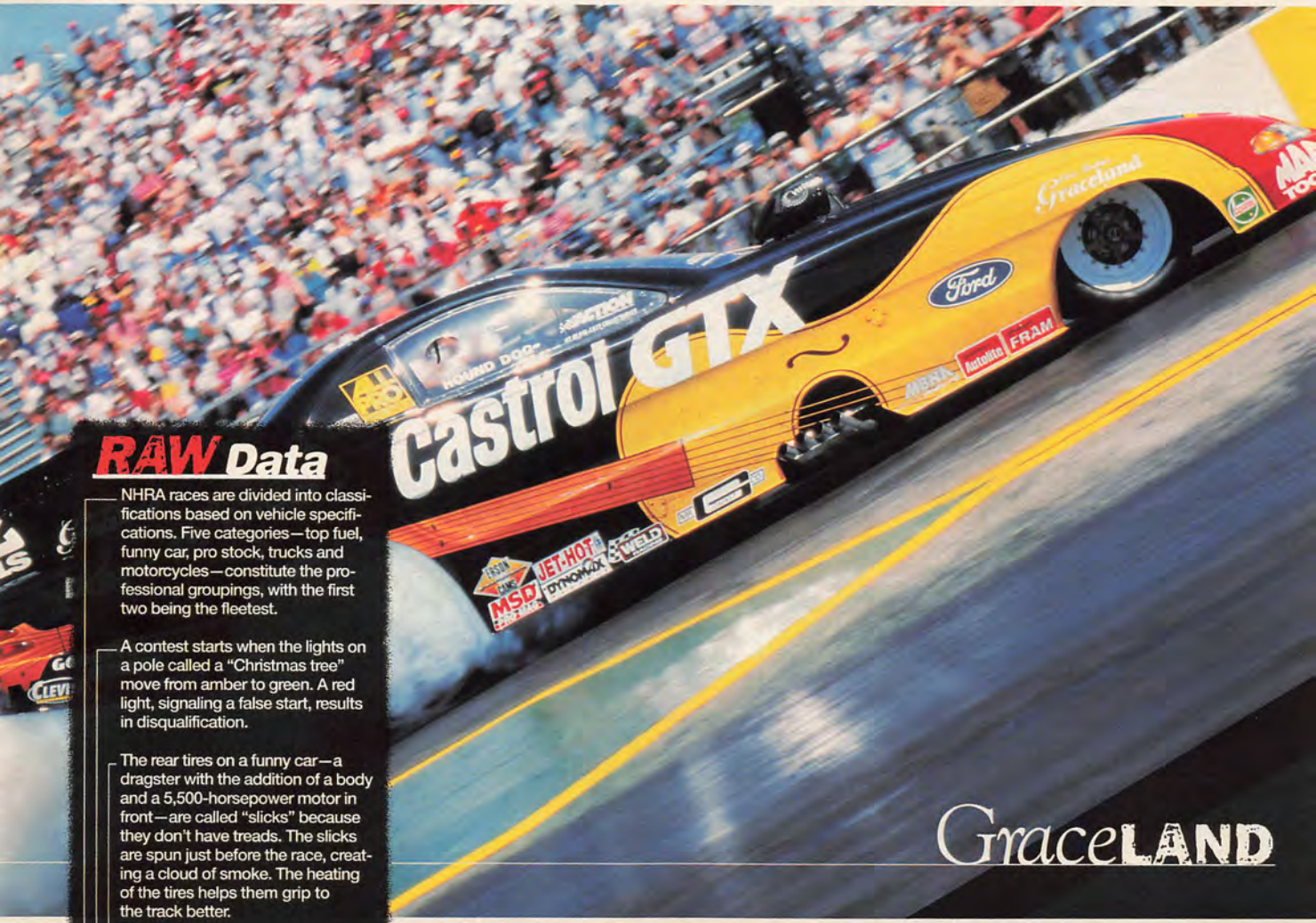
Ever try that one, Lead Foot? Didn't think so. ■

OVERTIME

The **Winston finals** will be televised Nov. 15 on TNN from Pomona Raceway in Pomona, Calif.

Check out the NHRA's web site at www.nhra.com

IN FACT Funny cars use nitromethane for fuel, burning almost five gallons of it during a quarter-mile race.



RAW Data

NHRA races are divided into classifications based on vehicle specifications. Five categories—top fuel, funny car, pro stock, trucks and motorcycles—constitute the professional groupings, with the first two being the fleetest.

A contest starts when the lights on a pole called a "Christmas tree" move from amber to green. A red light, signaling a false start, results in disqualification.

The rear tires on a funny car—a dragster with the addition of a body and a 5,500-horsepower motor in front—are called "slicks" because they don't have treads. The slicks are spun just before the race, creating a cloud of smoke. The heating of the tires helps them grip to the track better.

Ford Ranger Presents
ABC Monday Night
"Get into the Game" Sweepstakes

OFFICIAL SWEEPSTAKES RULES

1. NO PURCHASE IS REQUIRED TO ENTER OR WIN.
2. Each valid entry received has an equal chance to win. The odds of winning are determined by the total number of eligible entries received. Approximately 3 million sweepstakes entries will be printed.
3. Correct answers to the questions about Monday night football or Ford products are not required in order to be included in the drawing and to win.
4. To enter: a) Correctly complete an official entry form and mail according to the directions in these rules and on the entry form. b) You may also enter the sweepstakes by hand printing your name, address and ZIP code along with the words, "Ford Ranger Presents ABC Monday Night 'Get Into The Game' Sweepstakes," on a 5 1/2" x 3 1/2" postcard. Please address this postcard by hand printing the address mentioned in the next paragraph onto the front of the postcard. c) Where this sweepstakes is promoted at a show or other event, you may also enter directly at that location.
5. Only one entry is allowed per person. Mail your entry (as prescribed in 4a or 4b above) via first-class mail, to: Ford Ranger Presents ABC Monday Night "Get Into The Game" Sweepstakes, P.O. Box 12298, La Crescenta, CA 91224-0998.
6. By entering sweepstakes each entrant agrees to abide by the rules of the sweepstakes. Disqualification will result if any of the regulations/instructions mentioned in these rules or on the entry form are not followed. Any entries that have been photocopied or similarly reproduced are not eligible.
7. Entries become the property of Petersen Publishing Company, L.L.C. and will not be returned. Each entrant consents to the transfer of all information contained on his/her completed entry form(s) to other companies.
8. This sweepstakes is sponsored by the following companies: Ford Motor Company, The American Road, Dearborn, MI 48121 and Petersen Publishing Company, L.L.C., 6420 Wilshire Blvd., Los Angeles, CA 90048-5515. This sweepstakes may be presented in conjunction with various product offers from the sponsors. Sweepstakes may be presented in different creative presentations.
9. This sweepstakes begins Sept. 22, 1998. All entries must be received at the designated address by Dec. 19, 1998, to be eligible. No responsibility is assumed for lost, late, misdirected, damaged, illegible or postage-due mail, or for printing or other errors.
10. All winners will be selected in a random drawing conducted on or about Dec. 21,1998, from among all eligible entries received. Limit one prize per family or household. The administrative supervision of this promotion, including the random drawing is being administered by an independent judging consultant whose decisions are final.
11. Potential winners will be notified by mail. Potential winners will be required to complete and sign: a) An Affidavit of Eligibility or a prize acceptance form, and b) A liability and/or Publicity Release. All required affidavits/releases/forms must be correctly filled out and returned so that they are received at the designated address within 10 days. The 10 days starts counting from the date of the letter sent to the potential winner with the affidavit, release or form. Noncompliance within this time period may result in disqualification and in the selection of an alternate winner. Each potential winner is responsible for ensuring that any of the previously mentioned affidavits, releases and/or forms is actually received at the designated address within the above-mentioned 10 days. Any prize, affidavit, prize notification or other correspondence that is returned as undeliverable may result in disqualification and in the selection of an alternate winner.
12. In order to be awarded a prize, residents of Canada will be required to correctly answer a time-limited arithmetical skill-testing question. In the event the skill-testing question is not correctly answered (within the time limit) disqualification will occur and an alternate winner will be selected.
13. The prizes are as follows: a) Grand prize: A 1999 Ford Ranger 4x2 Four Door SuperCab XLT Sport Appearance Group (Vehicle Package 864A). There is one Ranger to be won, with a Manufacturers Suggested Retail Price of $18,000.00. b) First prize: A 2-day trip for two people to the 33rd Annual NFL Championship Game in Miami, Florida. The trip will include: i) Round-trip airfare for two (coach) from a major gateway city (in the continental U.S. or Canada) to Miami, Florida. ii) Hotel accommodations for two (double occupancy) for 2 nights. Accommodations to be chosen by Petersen Publishing company, L.L.C. iii) Cash of $1,000. Any additional expenses, not mentioned above, and not covered by the $1,000 cash will be at the winner's/guest's expense. If for any reason the first-prize winner/guest is/are not able to complete any portion(s) of the planned activities, the winner/guest forfeit all rights to that portion of the activities that were not completed. After reservations/tickets have been agreed upon and issued, the winner will be responsible to pay any penalties that are incurred if the winner/guest requests any changes to be made. There is only one first prize. The approximate value of the first prize is $4,500.00. The value of the first prize may vary depending on the location of the winner/guest and airfares/rates at the time of departure. c) Second prize: An NFL Sports Specialties Hat. There are 20 hats to be won. The approximate value of each hat is $40.00.
14. In all there are 22 prizes to be won, with a total combined value of $23,300.00. No substitution of any of the prizes except by sweepstakes sponsor (due to prize unavailability), in which case a prize or prizes of equal or greater value will be awarded. Prize values are stated in U.S. currency. Taxes, registration fees, and duties on each prize (where applicable) are the sole responsibility of each winner. Prizes are non-transferable and not redeemable for cash.
15. This sweepstakes is open only to legal residents of the United States and Canada who are 18 years of age or older as of Dec. 19, 1998 and who possess a valid driver's license. Sweepstakes void in the province of Quebec, in Puerto Rico and where prohibited by law. Employees (and their immediate family members or agents) of the following companies are not eligible: Ford Motor Company, Petersen Publishing Company, L.L.C., and any fulfillment, judging or other company involved, in any way, with this sweepstakes. An immediate family member is defined as a parent, child, sibling, or spouse of such employee. All federal, state, local, municipal and provincial laws and regulations apply.
16. The first-prize winner releases Ford Motor Company, Petersen Publishing Company, L.L.C. and their subsidiaries, affiliates, officers, agents, employees and promotional consultants from any responsibility or liability in connection with any loss, accident or death incurred during the stay in Miami, FL, or in transit to or from Miami. The first-prize winner and his/her travel guest must both sign a waiver of any and all claims for injuries, damages or death resulting from participation in the trip to the NFL Championship Game in Miami. The grand and second-prize winners release Ford Motor Company, Petersen Publishing Company, L.L.C. and their subsidiaries, affiliates, officers, agents, employees and promotional consultants from any responsibility or liability in connection with any loss, accident or death incurred in connection with the use of any prize won in this sweepstakes.
17. By acceptance of a prize (and without any additional compensation), each winner consents to the use of his/her name, address, signature, quote, voice, photograph(s), and likeness for purposes of advertising, promotion or trade (this provision is void where prohibited).
18. The name, city and state of residence of each winner will appear in a printed winners' list, which will be mailed upon request. This list will be available approximately 1/19/99. For a copy of this winners' list or any other inquiry, send a self-addressed, stamped (#10 size) envelope (unstamped for Canada) to: Ford Ranger Presents ABC Monday Night "Get Into The Game" Sweepstakes Winners' List, P.O. Box 12298, La Crescenta, CA 91224-0998.

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Your order will be mailed to the address on your voided check. Allow 2-4 weeks for delivery

If optional typestyle is not added, checks will be printed with "standard blocktype"

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Matching Color Address Labels (See pricing & ordering instructions)
Matching check style # ZSL ☐☐☐ Qty: ☐☐☐ — First set add $7.95 ea. Add'l sets add $5.95 ea.

If alternate typestyle is desired, check box (see examples above) (C)☐ (D)☐ (E)☐ (F)☐ add $2.50

"I Love Lucy" labels add $9.95 ea. Add'l sets add $7.95 ea.

Matching Leather Checkbook Cover, add $18.95 Style # ZCV ☐☐☐ Qty & color: Black(B)☐ Burgundy (R)☐

* Check pricing & quantity *

Single Checks:	Duplicate Checks:
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☐ 400 - $25.95	☐ 300 - $28.95
☐ 800 - $42.95	☐ 600 - $49.95

Patterson Football #144, Golf #147 & Sea Fishing #149 Check Prices

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Z03658 TOTAL ENCLOSED

Unlike in this undated photo from the SPORT archives, Muhammad Ali was never one to horse around when it came to philanthropic endeavors. Ali was one of the first modern-day athletes to meld his celebrity with charity. He spoke of his desire to form a worldwide operation to help the poor and promote brotherhood. That group, Global Village Champions, is now a $350 million a year organization that works to promote humanitarian efforts. In a story titled "The Latest on the Greatest" (*June 1983, inset*), SPORT profiled Ali, Joe Namath, Secretariat and Bill Bradley, a guest editor in the current issue of SPORT. "Those four that amazed us a decade ago really haven't been replaced," wrote Joe Flowers.

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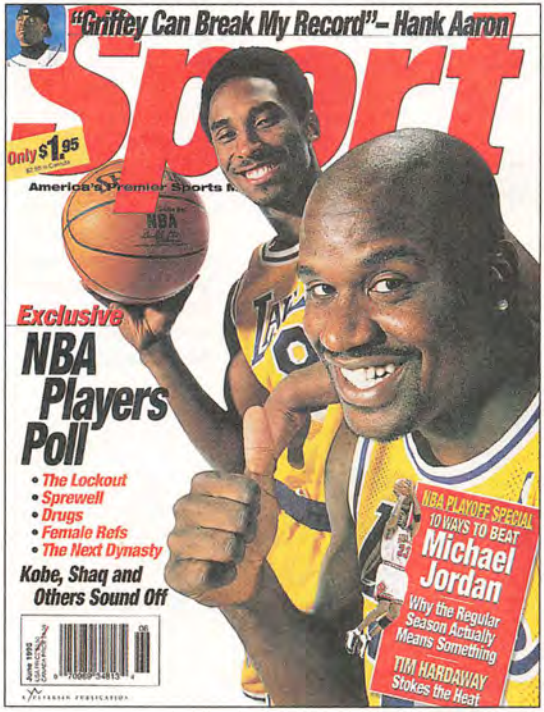

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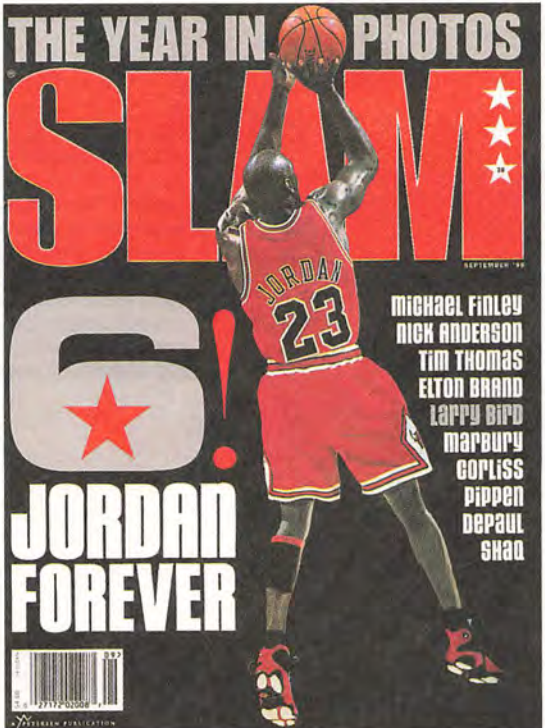

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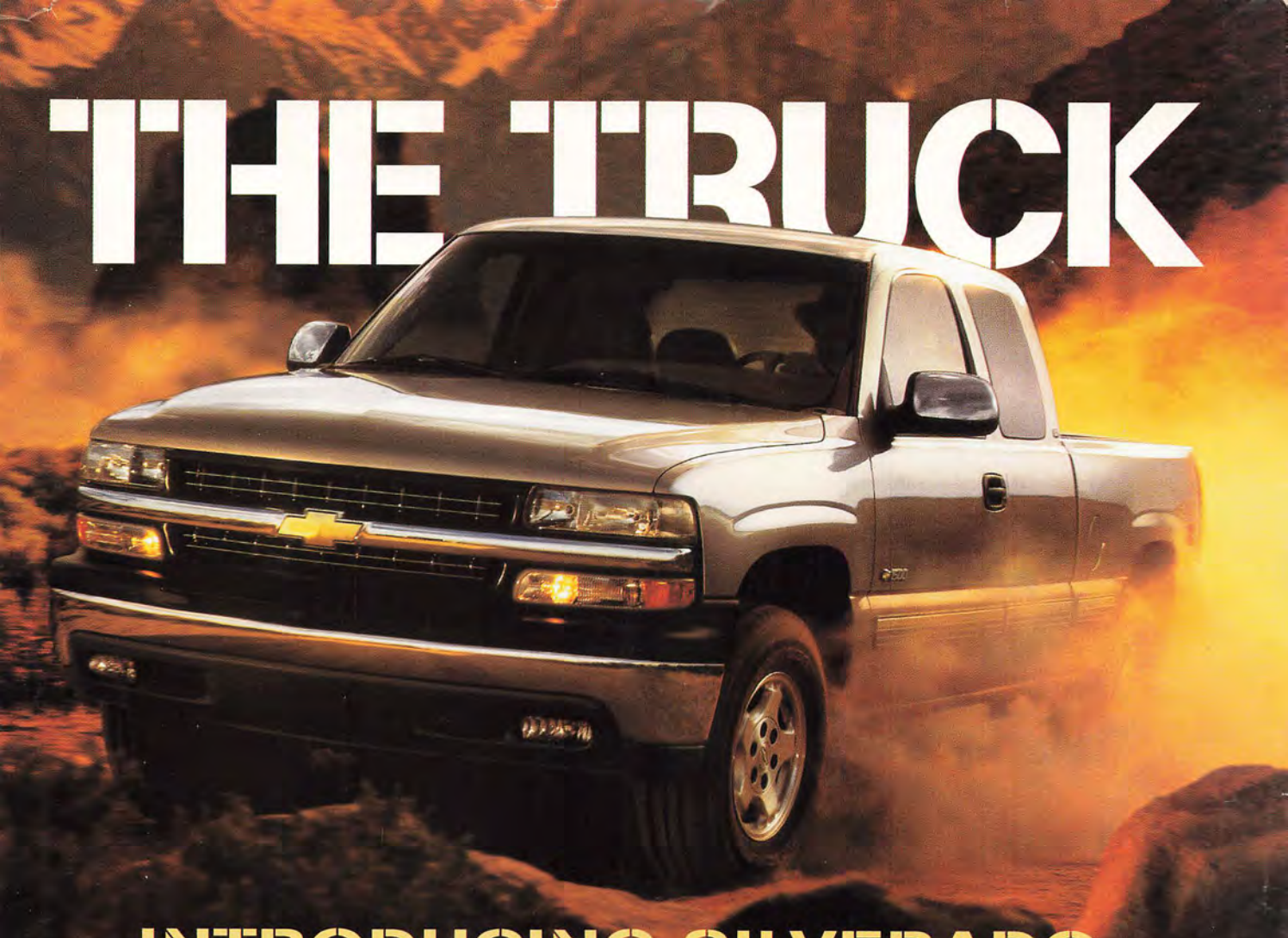

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